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The People's Business

PENNSYLVANIA PUBLIC TELEVISION



The people of Pennsylvania report
their needs and concerns . . .

And recommend ways in which public
television can help . . .

As compiled by:

The Pennsylvania Public Television Network Commission

April 1974

This report was prepared under the direction of the Policy and Planning Committee of the Pennsylvania Public Television Network Commission.

The PPTN Commission reviewed, accepted and approved the report at a regular meeting held on March 19, 1974.

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THE PEOPLE'S REPORT

This report is based on the first statewide project ever undertaken to ascertain people's needs and concerns -- and how public television might be used to better serve them.

Conducted in early 1974, the project was cooperatively designed, developed and carried out by the Pennsylvania Public Television Network Commission and the seven public television stations serving the Commonwealth. Station Board and staff members and Commission members and staff were actively involved in the project.

Included in the project were: in-depth personal interviews with community leaders across the state; televised public hearings held in each of the seven areas served by local stations; and mass questionnaires circulated through newspaper and TV Guide ads, by mail and through on-air announcements.

Pennsylvania public television went to the people because public television is the People's Business. And the people responded.

This is a report from the people of Pennsylvania centering on their needs and problems. And it is a report on how public television in the Commonwealth can be used to help meet these needs and concerns.

This is the People's Report.

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DEVELOPING OPPORTUNITIES

THE FIRST TWENTY YEARS: BACKGROUND

Public/educational television started in Pennsylvania when the first station went on the air 20 years ago. Additional stations came on the air, aided by the Pennsylvania Department of Education, until statewide coverage was completed with the seventh station six years ago. Five years ago the Pennsylvania Public Television Network was established to tie the stations together and provide the capability for extensive statewide public television.

For many years the emphasis was necessarily on establishing the system -- on providing the hardware and basic support for its operation. Congress appropriated national funds, the General Assembly state funds, and local citizens conducted fund drives to get public television started.

Programming began as a local responsibility, with each station producing what it broadcast. The Ford Foundation then made funds available to establish a national program exchange, enabling stations to share the best of all local productions. In time the national service began to produce programs for all stations.

In 1967 the Congress established the Corporation for Public Broadcasting as a non-governmental agency, funded by federal appropriation, to help strengthen local stations and provide an improved national programming service for public television.

In the same year the Governor appointed a committee on public television in Pennsylvania. "A Public Television Network for Pennsylvania" was reported to the Governor and the General Assembly in February 1968.

In November 1968 the General Assembly passed and the Governor signed a bill creating the Pennsylvania Public Television Network Commission to help strengthen local public television stations, develop a network system and provide for improved programming on a statewide basis.

To date, the bulk of available funds, nationally and in Pennsylvania, has been used to provide facilities and equipment to develop and operate the basic system.

OPPORTUNITY: THE PRESENT

Many successful programming experiments and individual projects have been carried out on public television, but the long-term commitment of adequate funds to continue developing the potential of such services has not existed.

Present programming serves over a million students in classrooms across the Commonwealth, and many more millions of Pennsylvanians at home tune in public television stations for a variety of programs each week. Audience surveys indicate that over four and a half million Pennsylvanians regularly view public television.

Today in Pennsylvania public television is on a new plateau. The system is in place and functioning. The present level of funding is adequate to maintain the system at basic operational levels. With a relatively small additional investment the system can be put to work providing many new services which the promise and potential of public television have always called for -- services that speak directly to people's needs and concerns across the Commonwealth.

RECOMMENDATIONS

It is recommended that the PPTN Commission...

- ...accept the needs as identified in this report to provide the basic goals for public television programming in Pennsylvania during the coming months and years.

- ...increase statewide programming on the network with programs designed to meet specific public needs as revealed in this ascertainment.

- ...continue to maintain, strengthen and operate the basic public television network system serving Pennsylvania in order to provide the production and distribution capabilities necessary for providing the program services that citizens of the Commonwealth need.

- ...continue to seek adequate funding from appropriate sources to increase programming services designed to meet Pennsylvania's needs and to maintain the existing public television network system for delivering these services.

Each recommendation is presented in more detail within this report.

RECOMMENDATION ONE

It is recommended that the PPTN Commission accept the needs as identified in this report to provide the basic goals for public television programming in Pennsylvania during the coming months and years.

AS THE PEOPLE SEE IT -- NEEDS AND CONCERNS

A massive project to ascertain community needs and concerns has just been completed by the PPTN Commission and its seven member stations.

Nearly 500 personal interviews were conducted with community leaders across the state.

Over 5700 Pennsylvanians responded to a mass questionnaire asking them to note the most important services public television should provide.

Some 143 people spoke at public hearings held in seven locations across the state, telling the Commission and local stations what they want to see on public television in the future.

This project centered on discovering the needs of people who view television at home. For this reason a separate preliminary report on classroom instructional broadcasting has been prepared.

Presented on the next eight pages of this report is a summary of the needs and problem areas as identified by the people of Pennsylvania. Complete detail of the ascertainment project results is included in Appendix I.

The identified needs:

1. Debates on Public Issues -- People question their leaders.
2. Cultural Arts -- Drama, Classical Music, The Visual Arts.
3. Youth -- Music, Sports, Literature, Dance, Activities.
4. Public Business -- Politics, Government, and How It Works.
5. Health -- Care of the Individual, Community Services.
6. Adult Education -- For Credit and For Fun.
7. Pennsylvania's People -- Minorities, Women, Ethnic Groups.
8. Public Officials Speak -- The Opposition Responds.

NEED ONE:

DEBATES ON PUBLIC ISSUES -- PEOPLE QUESTION THEIR LEADERS

By all measurements, people find this need the most important. People have the need to hear debates on public issues by knowledgeable advocates of various positions. And they want to discuss problems and issues with their community leaders.

All people responding through questionnaires rated this as the most important service for public television to provide in Pennsylvania. At the local level 79% rated it tops, at the state level 73%, and for national affairs 69% rated it most important.

Comments from the statewide public hearings and in-depth interviews with community leaders support the importance of this service, and also suggest many of the specific needs and problems which should be dealt with.

AS THE PEOPLE SAID IT:

"People should be given an opportunity to give their opinions."

"There is a lack of communication about public issues, such as home rule charter -- what is it?"

"Need to hear more on all sides of issues with active non-political participation. The populace is too complacent, apathetic."

"We need to remove the lethargic attitude people have towards problems of communities -- let's share ideas."

"There should be more active citizen participation and involvement from grass roots level on up."

"Public television could help in the development of regional consciousness uniquely 'Pennsylvania'."

"Public television needs programs to inform the public on issues which will directly affect them, such as passage of a new law and what it means. Use knowledgeable advocates with various points of view about a given problem, bill, document."

"Public television has an opportunity, an obligation, and the potential to be a much more powerful public influence for high standards of personal conduct. It has the vehicle for constructive influence on the degree of responsibility a citizen accepts equal to the fine influence it has had in cultural areas."

NEED TWO:

CULTURAL ARTS -- DRAMA, CLASSICAL MUSIC, THE VISUAL ARTS

Clearly second among the needs cited by people responding to the PPTN survey was the need for quality cultural and performing arts programs. Serious dramatic performances, classical music performances by orchestras and other musical groups, and programs about the visual arts all rate high.

People tend to look toward national sources for drama, with 73% rating it tops as opposed to 67% local and 65% state. Classical music performances are also preferred on a national level, 69%, with 63% picking state and 62% local. In visual arts people prefer the local scene, 67%, with state and national sources at 63%.

Comments at the public hearings and in detailed interviews make it clear that public television is seen as a major cultural and artistic resource in the Commonwealth. Many opportunities were cited for utilizing Pennsylvania artists and performing groups in programming, not only for the state to enjoy but also to share our resources with the nation.

AS THE PEOPLE SAID IT:

"Public television could be a leader in showing the state's cultural resources."

"Should be something like the 'Pennsylvania Theater' in which the college theatrical groups put on plays."

"I resent seeing the Boston Pops when I can't see the Philadelphia and Pittsburgh Symphonies."

"I must be somewhat critical of the lack of musical performances on educational television, particularly the performance of serious music."

"Public television should provide intensive social, cultural, historical coverage, exposure to different cultures. Show regional arts festivals, museums. Show what Pennsylvania has."

"Public television needs programs on the arts, on the artists themselves, and their opinions."

"Would like to see cultural events of wide interest but out of reach of many."

"Should have programs showing the treasures in the art museums."

NEED THREE:

YOUTH --MUSIC, SPORTS, LITERATURE, DANCE, ACTIVITIES

High on public television's list of accomplishments is programming for pre-school and young children -- Mister Roger's Neighborhood, Sesame Street, Electric Company, and Zoom are examples.

But there are age groups which remain unserved. And there are subject areas which could be brought to television as both entertainment and education.

While recognizing the considerable achievements to date, people commented at length on the additional programming services which should be offered for our children during out of school hours.

AS THE PEOPLE SAID IT:

"Show viewers the fine accomplishments and achievements of students."

"Televisе events of local schools -- concerts, plays, sports."

"Should have programs in which children can participate."

"Good plays for children, especially elementary school."

"Need more programs on sports, hobbies, crafts."

"Should have a local version of Zoom."

"Music appreciation, classical and semi-classical, not enough in schools."

"Champion high school sports."

"Elementary foreign languages."

"Creative endeavors for older children -- painting, etc."

"Pre-teen and teen -- how to use energy effectively."

"More programs for the 12 to 18 age group."

NEED FOUR:

PUBLIC BUSINESS -- POLITICS, GOVERNMENT, AND HOW IT WORKS

In addition to debate and discussion of public issues as covered in NEED ONE, people have a strong need to know how their government works, to know what it is doing, and to become more active participants in the process.

Some 58% of the people responding to the PPTN survey rate as important programs presenting analysis of government actions, coverage of public meetings and hearings, and appearances by candidates for public office prior to elections. By a small margin people rated local needs (70%) above state (65%) and national (67%).

People testifying at the public hearings and responding to in-depth interviews provided specific concerns and directions for programming.

AS THE PEOPLE SAID IT:

"There is a lack of knowledge by the public of who their public officials are and the workings of local, state, and national governments."

"We need a 'Know Your Government' series which examines the operations and responsibilities of various departments of the state and local government."

"Public television should educate the public on operations of state government with a presentation of the role of various state agencies in serving the public. Many people do not know what is available to them."

"Need at least an hour a week report from local unbiased neutral newscasters on what state and local government is doing to alleviate current pressing problems."

"In all honesty, public television has to become involved in giving time to candidates, from the point of view of making sure that those who seek office have the opportunity of making their points known."

"Should have in depth presentations of pending legislation and how it affects the citizen. Provide for debates and input from citizens."

"Programs on legislative and judicial presentations. House and Senate debates, Governor's messages; committee hearings. A bi-partisan approach to informing people on what is happening in Pennsylvania: state taxes, welfare reform, no fault insurance, etc."

"Public television can provide the means for communication to and by government officials."

NEED FIVE:

HEALTH -- CARE OF THE INDIVIDUAL, COMMUNITY SERVICES

Health topics are high on the list of subjects most important to people responding to the PPTN mass questionnaire. Bolstered by recent national programming on VD, heart disease, cancer and other major health concerns, people see the need for more information aimed at the individual and at the needs of the community.

Expressed clearly at the hearings and through personal interviews is the added community need for more information about available services. The delivery of health care joins public health problems as a major public concern.

AS THE PEOPLE SAID IT:

"Health topics are vital to the public's best interest."

"I think people should be aware of these things and should be shown how to care for themselves."

"Show where existing public health services are. Who qualifies and under what conditions."

"Need programs on cancer diagnosis, detection, prevention and rehabilitation. Add programs on other 'killers' one at a time."

"There is a lack of understanding of health resources and how to get them."

"Public television has not gotten into drugs. Should be more explicit in showing effects of drugs."

"Should spread information on agencies serving the aged, children, minority groups."

"There should be town meetings to discuss people who give and get services."

"More programs on available medical services; not enough doctors especially in rural areas."

"Representatives from visiting nurses and various charity and government associations could be on public television explaining programs and facilities available to the needy."

NEED SIX:

ADULT EDUCATION -- FOR CREDIT AND FOR FUN

Instructional programs for adults are needed to serve two purposes: formal credit education to lead to a degree or certificate and informal education for avocational or recreational enhancement. Over half of the people surveyed (53%) called such programming important.

The local level appears most appropriate for providing such courses, with 71% of the respondents believing it a local concern. The state level need was much lower (57%) and the national level even lower (51%). People cited a wide variety of specific needs during the hearings and interviews.

AS THE PEOPLE SAID IT:

"I think its regrettable that we do not have any educational credit courses available through television."

"There are many people like myself who would like to continue their education but couldn't find two hours to sit in a classroom in one whole week. If we could utilize the television while we're home..."

"Let's have lots of craft shows, keep people busy."

"I do not know of any craft shows on public television. Everyone is into crafts these days and I'm sure you would get a great response."

"We need more adult education for working people in the academic area, and also an enlarged vo tech training program."

"Public television should promote education of people - extend college work."

"Public television should provide university education, such as 'University of the Air.'"

"Should highlight the value of learning a skill in addition to general education."

"Need programming for people who never had an opportunity for formal education."

"All languages should be taught, to include Russian and Chinese."

"There is a need for more direct teaching for adults; vocational, languages, etc. There are people in the community who are well qualified."

"Explore new and innovative learning techniques. Draw from Behavioral Science Resources, for example."

NEED SEVEN :

PENNSYLVANIA'S PEOPLE -- MINORITIES, WOMEN, ETHNIC GROUPS

People are concerned about the problems and needs of minority groups and believe programs dealing with these areas are important on public television (53%).

Women, their changing role in our society, and the need for special information and communication aimed at women's needs was a favorite write-in on the survey and was mentioned frequently at the public hearings.

Many people also commented about the rich ethnic mix within the Commonwealth and the desirability and need for sharing these rich backgrounds with others through public television.

AS THE PEOPLE SAID IT:

"We urge more telecasts directly, mobile units on location from the geographical locations of problems, such as ghettos, etc."

"There is a lack of understanding about why people are poor."

"Public television should send out people to learn the facts so people can see the problems."

"A public relations effort should be directed toward people who would not normally watch public television -- minorities, educationally disadvantaged -- showing programs on services which will benefit them. They have to be shown how it affects them personally."

"Communicate the value of ethnic and cultural origins. Emphasize achievements of outstanding individuals from all walks of life."

"Involve people in ethnic neighborhoods in developing a real picture of their life styles."

"Regular programs for women, such as myths in the area of marriage, divorce, education. Women's ability to perform different kinds of jobs, equal pay."

"Perhaps a sum of money could be set aside for a pioneer program for women divided into segments; banking and the checkbook, simple plumbing and carpentry repair, why vote, wallpapering, volunteer work, women's rights, etc. Use the resources of the community: bankers, lawyers, tax experts, local carpenters and plumbers, etc. Thinking needn't stop, learning needn't stop."

NEED EIGHT:

PUBLIC OFFICIALS SPEAK -- THE OPPOSITION RESPONDS

Over half of the people surveyed (55%) thought it important for public television to present speeches by elected and appointed governmental officials -- mayors, county commissioners, the Governor, President, etc. And they also believed that there should be a response from the 'opposition party' to speeches made by public officials (52%).

The general public, as represented in our mass questionnaire, was less likely to label these programs as important (under 25%) than were the community leaders interviewed across the state (over 60%).

There were some mixed feelings among those speaking at the public hearings, as well. One thing that is clear, the people believe that if public officials take to television then the opposition viewpoint should also be presented.

AS THE PEOPLE SAID IT:

"There is a need for programs to explain the functions of all elected officials."

"Should be more discussions with elected officials."

"We need a more balanced presentation of political views."

"Should schedule programs which allow public officials to present programs and ideas to the public."

"Should have reports from the Governor and department heads."

"Public television has not been presenting elected officials to the public."

"Need more programming devoted to personal appearances of elected officials to tell what they are doing and why. Also discuss proposed legislation and their opinions on it, and how it affects local areas."

RECOMMENDATION TWO

It is recommended that the PPTN Commission increase statewide programming on the network with programs designed to meet specific public needs as revealed in this ascertainment.

TO MEET THE NEEDS -- INCREASE PROGRAM SERVICES

The people have presented their needs and concerns. The PPTN Commission and Pennsylvania's public television stations have reviewed these needs and have developed programming services designed to meet them.

Some of the needs are currently being met with programs from national and regional public television sources. Some needs must be met on a local level.

This report calls for a number of new statewide program initiatives to be taken in Pennsylvania to meet many of the needs cited by people across the state. The programs outlined on the following pages are designed to be responsive to these needs, but no specific selection of individual programs or series has been made because additional detailed program research may result in preference for one approach over another. The list is representative of the kinds of programs which we believe will be responsive to specific public needs.

In the current year (1973-74) the Commission is funding an average of just over one hour per week of statewide programming, or 56 hours per year.

The Committee believes that an immediate increase to four hours per week, or 220 hours per year, of programming specifically designed to meet Pennsylvanian's needs is an appropriate and realistic goal.

Nearly 600 hours of Pennsylvania programming is listed on the following pages. The programming to increase services from 56 hours per year to 220 hours per year in 1974-75 would be selected from this more extensive list.

(Additional programming detail is included
in Appendix II.)

TO MEET NEED ONE:DEBATES ON PUBLIC ISSUES -- PEOPLE QUESTION THEIR LEADERS

These programs are designed to inform and educate people about the major issues facing them, presenting various sides of each issue and providing for citizen participation and involvement.

Pennsylvania Town Meeting

A seven-city interconnected and simultaneous program, this series provides monthly analysis, debate and discussion of major statewide issues. Experts, officials and concerned citizens join in this state-wide town meeting.

Face The People

Interested citizens join the press in questioning Commonwealth leaders -- government officials, business and labor leaders, legislators, and other decision makers -- on this series. Candidates for statewide office also 'Face the People' during primary and general election campaigns.

Local Issue

Many seemingly local issues have statewide impact -- from school board meetings to land-use hearings. Pennsylvania's public television stations cover these events for local telecast and provide reports on the network for selected issues and events.

TO MEET NEED TWO:CULTURAL ARTS -- DRAMA, CLASSICAL MUSIC, THE VISUAL ARTS

These programs seek to increase understanding and appreciation of the rich artistic resources in the Commonwealth. Consultation and assistance has been offered by the Pennsylvania Council on the Arts.

Pennsylvania Performance

Outstanding dramatic and musical performances featuring talent from the Commonwealth will be presented in the most effective way possible on television.

Pennsylvania Artists

Artists and their work will be documented, including their lives, how they work and the works they produce.

Pennsylvania Craftsmen

Leading craftspersons in various fields will show viewers how they do it and demonstrate their own particular techniques and results.

The Arts in Pennsylvania

This series of programs will examine the state of the arts in Pennsylvania their quality, financial health and future hopes.

TO MEET NEED THREE:YOUTH -- MUSIC, SPORTS, LITERATURE, DANCE, ACTIVITIES

Youth of the Commonwealth have many of the same interests as their elders, but the intensity of interest may vary. Also, public television should develop ways to determine unique needs of youth and serve them.

High School Sports

The network would provide coverage of championship events in all sports on a regular basis.

Program Development

A project would be undertaken to determine the unique needs of youth in Pennsylvania and find ways for public television to serve them, in areas of music, literature, career guidance and developing interests.

TO MEET NEED FOUR:PUBLIC BUSINESS -- POLITICS, GOVERNMENT, AND HOW IT WORKS

These programs are designed to keep people informed of governmental actions and how they affect individual's lives, and to educate people about governmental processes and how citizens can be more involved in decision making.

Harrisburg Week In Review

This weekly series analyzes major legislation under consideration, new laws passed, executive actions, and what they all mean to the public.

Taxes and Services

This series of documentary programs looks at services provided through governmental funding -- from filling potholes to caring for the mentally ill -- and how the money is raised through taxes and distributed for services, statewide and locally.

Hearings and Investigations

These are on-the-scene telecasts of legislative and administrative hearings on major legislation or issues. Some are broadcast live and others are recorded for evening playback.

TO MEET NEED FIVE:HEALTH -- CARE OF THE INDIVIDUAL, COMMUNITY SERVICES

People are concerned about their health -- and community agencies are interested in being sure people know about available services.

Health Follow-up

These are locally-oriented programs designed to capitalize on the interest generated by major national programs on health problems. "VD Blues" and "The Killers" set the pattern in recent years and next year a new major national health series will be on PBS.

Pennsylvania stations will provide local follow-up to these national programs, directing people to local services and relating specific problems to the local and state situations as appropriate.

The Consumer Game

Information on how to cook low-cost foods and how to finance a house and basic legal information for the consumer is presented in a practical fashion with timely facts.

TO MEET NEED SIX:

ADULT EDUCATION -- FOR CREDIT AND FOR FUN

Adult education courses include credit education for people who can't get to an institution and instruction and information for people's avocational and recreational enjoyment.

College Courses

This series to be done cooperatively with the Department of Education and the colleges and universities of the Commonwealth will make higher education available wherever people are, for credit and non-credit viewing. The Commission proposes to provide some production funding to get this service started.

Pennsylvania Outdoors

This series about the great recreational resources in the state would be produced in cooperation with various agencies and organizations providing such services in the Commonwealth.

TO MEET NEED SEVEN:

PENNSYLVANIA'S PEOPLE -- MINORITIES, WOMEN, ETHNIC GROUPS

These programs are designed to remind people of our Pennsylvania heritage, with particular emphasis on the people of the Commonwealth -- their differences, similarities and how they work together.

Pennsylvania Biography

This is a series of historical-biographical dramas about the people who made an impact on the Commonwealth and its development.

The Ethnic Mix

A documentary series of programs about the various ethnic groups making up our people is produced to show their heritage, customs, languages and contributions to the Commonwealth.

Pennsylvania Bicentennial

A special program series would be produced over the next three years. It would be capped with special coverage of all major events in the 1976 celebration.

TO MEET NEED EIGHT:PUBLIC OFFICIALS SPEAK -- THE OPPOSITION RESPONDS

The opportunity for elected officials to discuss issues and debate positions is included in ONE and FOUR of this section on programming. The importance of covering events at which speeches are made and then providing for opposition response is covered here.

Speeches, Responses

Coverage of 'State of the State' and budget messages delivered by the Governor to the General Assembly and similar events require on-the-spot programming. Responses can generally be included within ongoing series, but might be specially scheduled.

TO MEET A VARIETY OF NEEDS:MANY NEEDS AT ONCE -- MAGAZINES, SPECIALS AND ACQUISITIONS

Often a single program series can speak to many needs, mixing subjects and areas of concern as they arise. At other times events and circumstances suggest creation of specials to deal with major topics. Sometimes new production is unnecessary because existing programs can be acquired to meet needs.

Commonwealth Magazine

This series includes features from all parts of the state, designed to give a broad picture of what people across the Commonwealth are doing, thinking about, and expressing concern over. Regular features, such as an arts calendar of events and the latest tips on best food buys, can also be included.

Specials

Special programs are produced to take advantage of events and needs as they come up during the year -- if they don't fit naturally into another ongoing series or if they deserve special attention.

Acquisitions

Programs produced by a variety of suppliers in Pennsylvania or elsewhere may serve specific needs of Commonwealth citizens. Such acquisitions are usually less costly than original productions because a number of other users are also supporting them.

TO INCREASE IMPACT:VIEWER PARTICIPATION -- PROGRAM PROMOTION AND UTILIZATION

People must know about and watch programs if the programs are to serve their needs. Many people across the state pointed out that public television needs more promotion and advertising of its programming. They had missed programs that would have been very useful, if only they had known about them.

Public television programs often try to motivate and encourage people to act -- write their legislator, read a book on some subject, go see their doctor for a checkup, or carry out some other activity for individual improvement or to further citizen participation. Public television must provide materials and ways for people to participate, thus increasing the utilization of public television programs.

The impact of public television programming depends in large measure upon successful execution of promotion and utilization activities.

RECOMMENDATION THREE

It is recommended that the PPTN Commission continue to maintain, strengthen and operate the basic public television network system serving Pennsylvania in order to provide the production and distribution capabilities necessary for providing the program services that citizens of the Commonwealth need.

TO MEET THE NEEDS -- MAINTAIN PENNSYLVANIA'S PTV SYSTEM

Pennsylvania's public television system calls for strong, locally controlled and operated stations in order to maximize local support and service.

The PPTN Commission, working with and through the stations, provides an opportunity for a strong statewide service which will be responsive to the interests and needs of all Pennsylvanians. As appropriate, the best programming available from regional and national sources is provided and Pennsylvania programming is extended to other parts of the nation.

The system now exists. Properly maintained and used the system can greatly expand services to the people of Pennsylvania.

Modest expansion of the system will be required to provide comprehensive service, particularly the addition of public radio to the responsibilities of the Commission. Five of the seven public television stations now operate public radio stations. The addition of radio would provide an economical supplement to the existing statewide television service.

Responsibility for developing and maintaining the system was assigned to the PPTN Commission by the General Assembly in 1968. The Powers and Duties of the Commission as stated in Act 329 (approved 20 November 1968) can be summarized in three major areas.

1. To encourage the growth and development of a dynamic, free and effective public television service by setting policy and by making grants to public television stations serving Pennsylvania to aid in the improvement of their broadcast operations, programming, and capital facilities.
2. To develop and operate a network system interconnecting all non-commercial television stations serving Pennsylvania.
3. To insure the diversity of programming to allow for freedom, imagination, objectivity and initiative on both the state and local level, including procurement of educational and public television programs for distribution on the network.

(Additional detail is in Appendix III.)

RECOMMENDATION FOUR

It is recommended that the PPTN Commission continue to seek adequate funding from appropriate sources to increase programming services designed to meet Pennsylvanian's needs and to maintain the existing public television network system for delivering these services.

TO MEET THE NEEDS -- FINANCIAL CONSIDERATIONS

Increased Programming Services

The Committee has recommended an increase in Pennsylvania programming services from 56 hours per year to 220 hours per year.

During the past two years, the cost of programs funded by the Commission have averaged just under \$15,000 per hour. The programs detailed in this report likewise average out at an estimated cost of \$15,000 per hour. (Detailed cost projections for these programs are outlined in Appendix II.) Further, it is known that programming projected for distribution on the national Public Broadcasting Service next year will have a considerably higher per hour cost.

Costs for individual programs vary widely, of course, depending upon the performers involved, the complexity of the production and many other factors. But for the purpose of projecting cost estimates on the programming recommended here, the Committee believes that a \$15,000 per hour figure is adequate and realistic.

To fund 220 hours of programming in 1974-75 the Commission would require a projected \$3.9 million.

Program Production and Acquisition

220 hours at \$15,000 per hour \$ 3,300,000

Program Promotion and Utilization

18% of Programming total 600,000

TOTAL \$ 3,900,000

Programming services costs in future years will be based on continuing ascertainment of needs and evaluation of services provided to people.

Maintenance of Pennsylvania's PTV System

The Committee has recommended that the system be maintained at its current level, including support for Pennsylvania's public television stations and operation of the network. Indeed, it is necessary to maintain the system in order to provide increased programming services.

During the Commission's first five years many improvements have been made. An interconnected network was developed and now operates some 15 hours a day, 352 days a year, thus expanding the broadcast schedules of all stations. Color programming has been greatly increased on public television and broadcast facilities have been improved.

To maintain and strengthen the system the Committee projects a cost of \$4.1 million in the 1974-75 fiscal year. The breakdown here indicates distribution and use of these funds.

Station Support	\$2,217,000
Operations	1,110,000
Maintenance	280,000
Equipment	739,000
Training	88,000
Network Operations	\$1,883,000
Equipment	394,000
Facilities	868,000
Operations & Maintenance	621,000
TOTAL	\$4,100,000

Projections for future years will reflect inflation, economic changes, and similar factors, as applicable.

Funding Public Television

Pennsylvania should have a complete public television service. Pennsylvania can profit from a service which speaks to citizen needs and concerns on a regular basis.

But present funding is not adequate to provide a complete service. The possibilities and responsibilities for adequate funding are discussed here as the Committee can perceive them at the present time.

How Much National Funding ?

Neither the PPTN Commission nor individual stations can expect much support from the federal government. Federal appropriations for public television are far below comparative figures from other countries, in total dollars and per capita expenditures.

COMPARATIVE NATIONAL TELEVISION SERVICE COSTS

Funding in Millions of American Dollars

U.S. Public Television	34M
United Kingdom (BBC)	183M
Canada (CBC)	124M
Japan (NHK)	300M
U.S. Commercial	1,488M

Per Capita Expenditures

U.S. Public Television	17¢
United Kingdom (BBC)	\$3.29
Canada (CBC)	\$5.81
Japan (NHK)	\$2.90
U.S. Commercial	\$7.32

(Additional detail in Appendix IV)

How Does Pennsylvania Compare With Other States ?

Pennsylvania is not unique in building a statewide public television system for its citizens nor in appropriating state funds toward the support of such a system. Some states support and operate their own systems, while others provide state support for a system based on independent stations (as in Pennsylvania).

- Maryland and South Carolina are examples of state-operated systems. Maryland has a multiple-station system which will soon cover the entire state. This year's appropriation is some \$10 million. In South Carolina, with five stations and a closed-circuit system, the budget is some \$13.8 million.

Current year's appropriations in Pennsylvania are well below those of states with both kinds of systems, again in terms of total dollars and per capita expenditures.

COMPARATIVE STATE BUDGETS (1973-74)

<u>Total Dollars</u>		<u>Per Capita</u>
3.674M	Pennsylvania	31¢
5.696M	Ohio	54¢
10.100M	Maryland	\$1.54
13.837M	South Carolina	\$2.35
9.863M	New York	54¢

(Additional detail in Appendix IV)

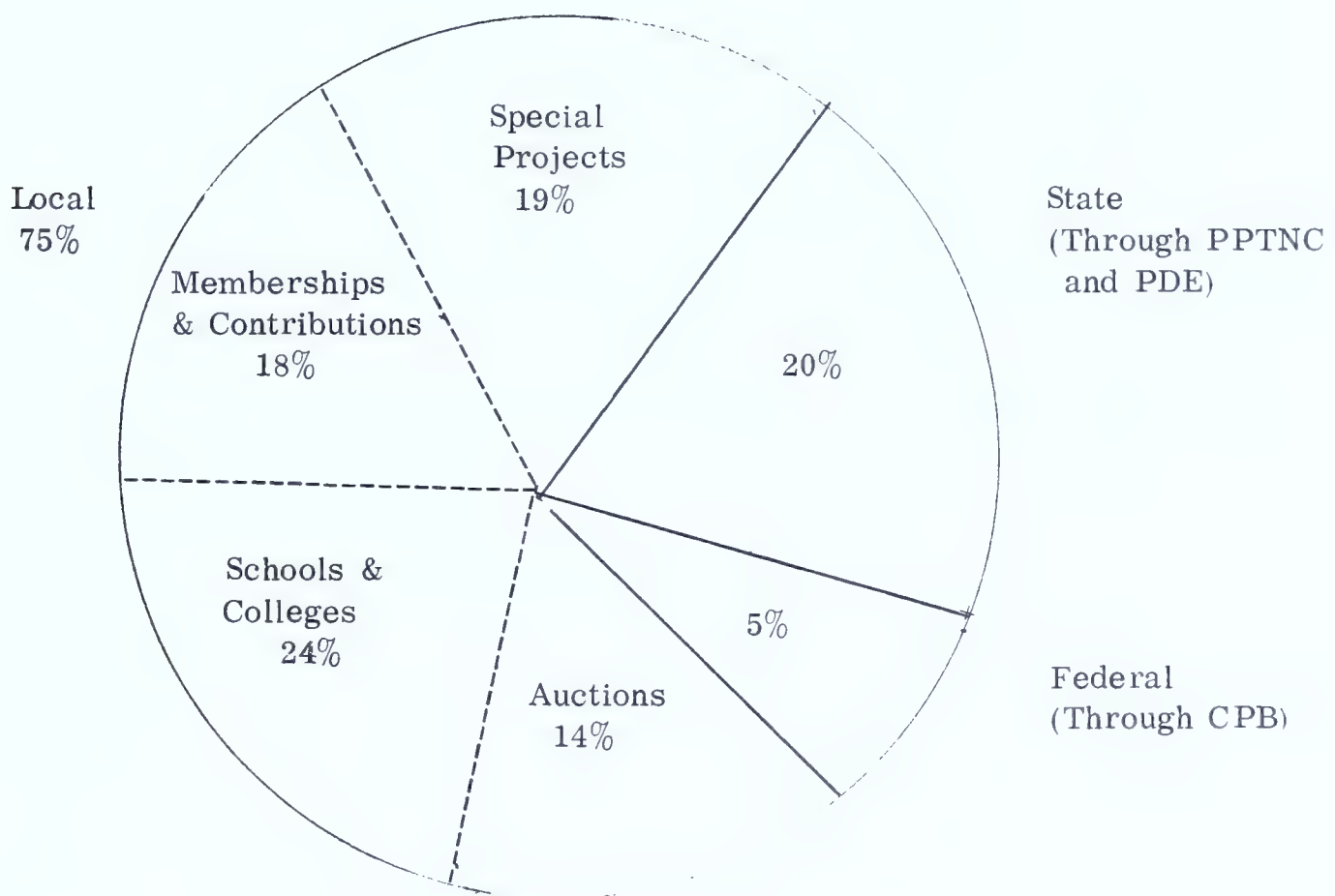
Who Supports the Local Station ?

Pennsylvania public television stations receive financial support from a number of sources. The biggest share is raised locally, 75%, with about 20% being supplied through State appropriation and 5% coming from Federal funds.

STATION SUPPORT BY SOURCE

(Seven Pennsylvania PTV Stations, 1972-73 Figures)

Total Income of \$7,793,000



(Additional detail in Appendix IV)

Commission Policies and Responsibilities

As a matter of policy the PPTN Commission and individual station Boards have always supported the concept of diversified funding sources for public television.

This policy was stated in 1968 by the Governor's Committee on Public Television:

The Committee stands firm in its conviction that State assistance should be made available to local stations sufficiently small to insure the continued striving for local funds and continued dependence on diversified sources, yet large enough to make local pressure manageable and to develop a firm and permanent financial base.

(P. 63, A Public Television Network for Pennsylvania)

During its first five years the Commission budgeted funds in such a way as to assure the creation and continuation of a public television system capable of providing service to all parts of the Commonwealth.

Funds have been allocated to strengthen local stations and bring the technology up to minimal standards. All stations can now originate programs in color and maintain a full weekly broadcast schedule.

Funds were allocated to develop and maintain a network system which makes it possible for the potential of a diversified statewide program service to be developed.

Whenever sufficient funds were available beyond the needs of the basic system, funds have been allocated to provide meaningful statewide programming.

Both needs and funds have varied from year to year -- ranging from a year in which stations received little support and no programming was produced, to a year in which some new program services were instituted.

Overnight miracles are hard to come by, but given the present system and funding for increased programming there can be an array of public television services available soon -- services which will truly make a difference in the quality of life for all Pennsylvanians in the years ahead.

SUMMARY OF RECOMMENDATIONS

- ONE: It is recommended that the PPTN Commission accept the needs as identified in this report to provide the basic goals for public television programming in Pennsylvania during the coming months and years.
- TWO: It is recommended that the PPTN Commission increase statewide programming on the network with programs designed to meet specific public needs as revealed in this ascertainment.
- THREE: It is recommended that the PPTN Commission continue to maintain, strengthen and operate the basic public television network system serving Pennsylvania in order to provide the production and distribution capabilities necessary for providing the program services that citizens of the Commonwealth need.
- FOUR: It is recommended that the PPTN Commission continue to seek adequate funding from appropriate sources to increase programming services designed to meet Pennsylvania's needs and to maintain the existing public television network system for delivering these services.

The PPTN Commission approved and submitted a 1974-75 fiscal year budget request based on the general approach taken in these recommendations. The request includes \$4.1 million to maintain the existing system and \$3.9 million for a Programming Fund. A copy of the Commission's request, arranged by functional categories, is displayed on page 30.

PPTNC BUDGET PROJECTIONS

	<u>1974-75 Projections</u>	<u>% of Total</u>
<u>MAINTENANCE OF THE EXISTING SYSTEM</u>		
<u>STATION SUPPORT</u>		30
Operations Support	1,110,000	
Maintenance Support	280,000	
Equipment Lease	739,000	
Training Support	<u>88,000</u>	
	2,217,000	
<u>NETWORK</u>		24
Equipment Lease (NOC)	394,000	
Facilities (Microwave, Bldg, etc.)	868,000	
Operations and Maintenance (NOC)	<u>621,000</u>	
	1,883,000	
SUB-TOTAL	<u>4,100,000</u>	
<u>PROGRAMMING FUND</u>		
<u>PROGRAMMING SERVICES</u>		46
Production - Statewide	2,600,000	
Production - Local	700,000	
Promotion	300,000	
Utilization	<u>300,000</u>	
SUB-TOTAL	3,900,000	
TOTALS	<u>8,000,000</u>	

PRELIMINARY REPORT
ON
INSTRUCTIONAL TELEVISION

PPTN SURVEY OF INFORMED OPINION
WITH REGARD TO
INSTRUCTIONAL TELEVISION SERVICES IN PENNSYLVANIA

Background and Rationale

A brief survey of comparative statistics in November 1973 (see Appendix V) and internal reports within the Department of Education and the Pennsylvania Public Television Network revealed a wide range of services and operating structures with regard to the instructional television support of classroom instruction. It was felt that further investigation of ITV utilization and services would be helpful in identifying critical questions and focusing discussions for PPTN planning and deliberations. This initial survey of a selected sample of knowledgeable educators from all levels is not intended to be a definitive document, but should provide insights into the recognized advantages of instructional television; the current problems limiting its achieving its full potential, and suggested solutions to increase its effectiveness in the classrooms and possibly in the homes of the Commonwealth.

In addition, the increasing interest both at the state and local level to use television for adult instruction requires that planning be undertaken in this area where no unified educational structure exists, as in the case of the elementary secondary system.

The PPTN Commission has appointed a standing committee to study the status of educational television in Pennsylvania today, and advise the Commission on its proper educational broadcasting role in the 70's. As a preliminary step, and building on an earlier Department of Education paper on Educational Television, this preliminary survey sought to identify major items for further discussion. It is not intended to be a definitive study, but is to be considered as an identification of opinions as to the problems and opportunities which the committee should examine, before making its recommendations concerning PPTN's role in instructional broadcasting.

Questionnaire items were selected to represent a wide range of choices in regard to assumed advantages of instructional television, identified problem areas previously indicated by field experiences, and suggested solutions which have been offered from a variety of sources. Space was provided for other suggestions in all of the areas, and open-ended questions were asked in the area of future directions for ITV efforts. A question to determine the expenditures of an hypothetical grant of \$10,000 placed many of the opinions into practical terms from the respondents.

During April, 1974 each of the seven broadcast stations of the PPTN were asked to solicit responses from three educators in their area. The 14 returned

questionnaires received by April 18th, were tabulated and strength of opinions indicated. The complete responses and comments are included in the appendix. The tabulated questionnaires represented opinions from classroom teachers, principals, superintendents, Intermediate Unit executives, Deans, Headmasters and Presidential level of college administration. While their responses cover a wide range of opinion and priority concern some factors are common to all. The list of the 14 respondents is included in the attachment.

Overall Conclusions from the Survey

An overall conclusion of this preliminary study is that the ITV services offered to the Commonwealth schools were limited primarily by:

- A. Funding.
- B. Scheduling conflicts.

These could be alleviated, committee members believe, by:

- A. Full or partial state funding of ITV services, and
- B. The local school district use of recording/playback equipment to resolve the scheduling problems.

While some respondents also noted that there is a continued need for additional high quality programming, this is not considered a serious deterrent to ITV use in the classroom, rather more effort needs to be exerted at the local and college level in training teachers for the proper use of the media, and with the administrative initiative for television activities coming from the broadcast professionals at the council/station level. School district input into course selection and council activities were rated as satisfactory. Written comments indicated strong support for the local broadcast council concept, and for the potential of instructional television to enrich classroom experiences. The respondents did not feel that there were serious concerns in the area of signal strength at local schools, the variety of programming currently available, or the availability of supporting curriculum materials. None of these items were rated as a serious problem area, by the respondents.

The results of this initial survey indicate that instructional television is of most value when the programming serves an enrichment role; bringing the world into the classroom.

Summary of Preliminary Findings

I. ITV Advantages:

"In your opinion, which of the following advantages of instructional television do you find to have value for the classrooms in your area?"

FOUR ADVANTAGES RECEIVING THE HIGHEST PRIORITY
(N is 14 but some respondents rated more than one level of concern.)

ITEM NUMBER	# persons indicating priority (N = 14)	No Value	Little Value	Some Value	Very Valuable	Extreme- ly Valuable
(8) Artistic Performance and presentation otherwise unavailable to classes	8 (57%)	0	0	1	8	8
(9) Geographical locations inaccessible to students	7 (50%)	0	0	1	6	7
(2) Visual reinforcement of learning	4 (28%)	0	0	2	4	8
(13) Supplemental or enrichment experience by television	4 (28%)	0	0	4	5	6

The four most significant advantages of televised instruction for the schools were identified as: artistic performances and presentations, showing inaccessible places from outside the classroom, supplemental or enriching experiences for students, and visual reinforcement of learning. Those aspects of television which were deemed to be of least priority value to the contemporary school classroom related primarily to teaching techniques; presentation of master teaching, using television for in-service training, or for reaching the ill or handicapped student. The use of providing the total learning experience through television was also seen as a lesser role.

II. Current Problems Limiting Instructional Television Utilization

"In your opinion as an educator, what are the major problems restricting usage of ITV in your area, and how serious are they?"

FOUR DIFFICULTIES RECEIVING THE HIGHEST PRIORITY RATING

(N is 14 but some respondents rated more than one level of concern.)

ITEM NUMBER	# persons indicating priority	Not a Significant Problem	Some Conc e rn	A Major Problem
(2) Broadcast schedule versus class schedule	9 (63%)	0	6	8
(11) Poor teach- er attitudes to- ward ITV use	6 (42%)	2	8	3
(4) Cost of ITV as school bud- gets become tighter	5 (35%)	3	8	3
(8) Lack of teach- er training in ITV Utilization	5 (35%)	2	8	4

In the problem areas, by far the most significant concern was the conflict between broadcast schedules and classroom schedules. Secondly, other pressing problems were identified as rising costs and improving teacher usage of the medium. The financial problem has been aggravated, as mentioned in the supplemental comments, by the lack of consistent federal support to stations. There is also some feelings that local production may be better than national programming for particular purposes.

THE FOUR MOST SIGNIFICANT SOLUTIONS AND PRIME AGENCIES

(N is 14, but some indicate shared responsibilities by checking more than one agency)

ITEM NUMBER	No. of persons indicating priority	AGENCIES						
		Local School District	Broadcast Council/ Station	IU	CATV	State Level	Inter State Consortia	National
B (7) Total funds for ITV should be from ...	13 (92%)	9	5	3	0	14	0	10
B (13) Record/playback equipment for classroom replay should be funded by ...	12 (86%)	12	3	3	0	11	0	8
A (4) Improved In service training by ...	12 (86%)	10	10	10	0	4	1	1
B (3) Funds for TV recorders to solve scheduling problems should come from ...	10 (71%)	12	1	3	0	11	0	7

Respondents were asked to rate possible solutions and indicate four priority items and agencies which should be engaged in solving current problems. Specific agencies at the state and national level were not identified in the choices. Many options were selected from the literature and offered as suggestions. The responses indicate a strong consensus for priority attention on full funding. The only agency level suggested by 100 percent of the respondents to solve this problem was the state level. The alternative funding plan of matching funds was not rated as one of the top four solutions. But the ratings on this item indicate matching funds between the state and the local district with some national involvement.

Because of the identified conflict between class schedules and broadcast schedules, the acquisition of videotape recorders was recommended strongly with funding from both the local school districts and state sources. While the program choices were not seen as a significant problem, there was strong emphasis that the acquisition of additional high quality programs be underwritten by both local and state level agencies.

Further details as to priorities are contained in the full tabulations included in the attachment.

Suggested Roles of Agencies Concerned with ITV Utilization

Depending on the specific functions of existing agencies, certain initiatives were indicated in the solutions section, for the PPTN, the PDE, and other local and national agencies. State level action was sought for leadership in the areas of long range planning, increased funding for ITV services and equipment, operation of distribution systems, and cooperative roles with other agencies in affecting specific solutions.

The Broadcast Council/Station level was clearly identified as the key agency in the area of responding to local educational needs with programming, utilization support, and administrative initiative. Indications were that the present limits of the ITV service were due to financial rather than operational factors.

The Intermediate Unit was seen as having a role in providing in-service training, coordinating program selection and acquisition, developing adult programs and creating special programs to meet specific local needs. Evaluation was also seen as a possible Intermediate Unit function along with the state, but primarily evaluation was indicated as a function of the local broadcast councils and the local school district who were using the programming. Cassette distribution was also seen as a service to be provided by the Intermediate Unit.

The emerging role for Cable Television was indicated primarily in the technical end of interconnecting buildings and operating and funding such a service. The offering of multiple channels for simultaneous programming and offering repeat broadcasts was identified as a cable role, but not as strongly as for other agencies. Very little interest was shown for two-way communications or computer interconnection at this time by the respondents.

Interstate consortia were seen as developers of quality instructional programs and support materials. This can best be done in careful coordination with State Dept., PPTN and local councils.

The national level was identified primarily as a support agency for equipment and operational funds. Some development of quality programming was indicated as being important, but this function was also evenly divided among the local councils, the State Department, PPTN and local councils.

A summary of the indicated roles for agencies by the survey respondents is based on the highest ratings for each agency.

IDENTIFIED ROLES FOR ITV AGENCIES

(N is 14, but some responses indicated shared responsibilities)

<u>ACTIVITY LEVEL</u>	<u>ROLE DEFINITION</u>	<u>No. of persons indicating role (highest 4 ratings)</u>	
Local District	Operating record/playback equipment	13	(92%)
	Funding record/playback equipment	12	(86%)
	Funding for TV sets	12	(86%)
	Funding cassette duplication	12	(86%)
	Better identification of curriculum needs	12	(86%)
	Improved inservice training	10	(71%)
	Offering repeat lessons	10	(71%)
	Funding repeat lessons	10	(71%)
	Operate cable interconnect of buildings	10	(71%)
	Total funds for ITV	9	(63%)
Broadcast Council/ Station	Local program production to meet specific needs	14	(100%)
	Provide administrative initiative	13	(92%)
	Operate multiple channels	12	(86%)
	Operate 2 way Audio/Video service	12	(86%)
	Offer repeat lessons	12	(86%)
	Operate radio simulcasts	12	(86%)
	Conduct evaluation	12	(86%)
	Offer adult at-home instruction	12	(86%)
	Develop better broadcast schedules	11	(78%)
	Coordinate acquisition and selection of programs	11	(78%)
	Provide administrative staff	11	(78%)
Intermediate Unit	Develop inservice training	10	(71%)
	Selection and acquisition of programs	8	(57%)
	Adult education for at-home students	7	(50%)
	Operate cassette distribution system	6	(42%)
	Conduct evaluations	6	(42%)
CATV Company	Operate interconnection of school buildings	5	(35%)
	Fund interconnection of school buildings	5	(35%)
	Offer adult at-home instruction	4	(28%)
	Operate multiple channels	3	(21%)
	Offer repeat lessons	3	(21%)

<u>ACTIVITY LEVEL</u>	<u>ROLE DEFINITION</u>	<u>No. of persons indicating role (highest 4 ratings)</u>	
State Level	Total funds for ITV use	14	(100%)
	Increased funds for ITV	14	(100%)
	Long range planning for ITV use	13	(92%)
	Funds for curriculum print materials	12	(86%)
	Funding for multiple channels	12	(86%)
	Funding for adult education	12	(86%)
	Funding for administrative staff	12	(86%)
	Funding for TV sets	11	(78%)
	Funding for cable interconnection	9	(63%)
	Funding for cassette duplication	9	(63%)
Interstate Consortia (EEN-NIT-AIT)	Development of more quality programs	12	(86%)
	Development of better curriculum materials	8	(57%)
	Long range planning for ITV use	4	(28%)
	Better identification of curriculum needs	3	(21%)
	Funds for curriculum print materials	3	(21%)
National Level	Increased funds for ITV services	10	(71%)
	Total funds for ITV	10	(71%)
	Funding for record/playback equipment	8	(57%)
	Fund TV recorders to solve scheduling problems	7	(50%)
	Fund adult at-home instruction	6	(42%)
	Fund curriculum print materials	6	(42%)
OTHER AGENCIES (Mentioned in comment section)			
"Colleges and Universities:	Improved pre-service training	4	(28%)
	Adult education for at-home students	2	(14%)
	Programming distribution	1	(7%)
"Students <u>and</u> Colleges"	Funding for adult education	1	(7%)
"National Interconnect"	Development of better broadcast schedules	1	(7%)

IV. Solutions:

Each respondent was asked how they would apply a \$10,000 grant to their individual school district's ITV efforts. The results indicated almost complete agreement in purchasing receiving equipment and recording/playback devices and provide inservice training in media use. Those in higher education saw a use in more teacher training for utilization at the pre-service level and at the in-service level also. Verbatim comments from the respondents are included in the attachment.

V. Level of Application for Instructional Television in the Future:

A rating of the usefulness of instructional television at the various academic levels provided insights as to the priorities for program development and further activity. A numerical rating was assigned for the first four choices. The results indicated that television was most valuable at the pre-school level first, then the elementary grades and the secondary level. A concern for future programming in the non-credit courses for adults and other post-secondary programming efforts was also identified.

VI. Future Television Services for Adults:

The use of television outside the classroom for adult instruction has long been a part of the rationale for the establishment and operation of 'educational, non-commercial broadcasting stations'. New structures are emerging in the academic areas which bring the role of television into a new light for adult at-home instructional services. To seek guidance from our respondents, open-ended questions were offered to provide for the widest range of opinion. The answers provided some points of departure for further discussions on the 'open university' or some other organized effort for adult instruction. The specific responses are included in the attachments.

Summary of Adult Broadcasting Questions

Although respondents felt a variety of agencies should have a role in determining the needs for adult instructional programming, most see this as a localized service to be developed to meet local needs.

The regional broadcasting council/station is seen as a coordinating agency along with the state departments and colleges.

Operation of an adult broadcasting service was overwhelmingly seen as a function for the local broadcast council in cooperation with state and local programming committees.

Opinions on financing were not clearly defined but many recommended that the state and students share the costs of such a service with agencies on the federal level providing some assistance.

The viewing of adult instructional programs was generally seen as taking place in the home setting with options to meet at local learning centers or on campus with an instructor, depending on the course structure.

Summary of Adult Broadcasting Questions (Cont'd)

In relation to college credit courses, the broadcast council is again seen in a co-ordinating role along with the colleges, universities and state level agencies.

The financing of credit courses is seen as divided between the student and the state by all respondents.

Because of the stated localized nature of educational needs, the role of creating broadcast materials falls to the local station and colleges, with assistance from the school districts.

VII. Guidelines for Further Deliberations and Surveys.

According to a recent report published by the Ford Foundation regarding the use of instructional technology in education, there are certain conditions necessary for the successful implementation of television in the classrooms of Pennsylvania.

In order for the potential to be realized:

- A recognized and generally agreed upon need must exist;

- A desire to meet the need and to do it through the use of instructional technology must pervade;

- A purpose must guide and be articulated;

- A structure should exist which makes success possible, or at least does not, in advance assure failure;

- Leadership must be exerted at the right level of authority, responsibility and control;

- A mechanism for measurement, for evaluation of the experience, must be included;

- Adequate resources must be provided at the beginning and for the duration of the project.

Armsey and Dahl* stated these conditions as criteria for success. Current Pennsylvania efforts in instructional television are approaching these criteria. The results of this initial preliminary survey in conjunction with other in-depth evaluations can increase the opportunities for full achievement of the potential of instructional television. Experience and the opinions expressed in this survey indicate that television can meet instructional

Guidelines for Further Deliberations and Surveys (Cont'd)

needs when it brings enriching experiences into the classroom at a time when teachers can put them to the best instructional advantage. There is still much work to be done in stimulating the desire on the part of teachers to use this medium and increase its effective integration into the classroom. Television today is often too much of a bother to the teacher in terms of meeting classroom schedules, or getting adequate television equipment. Administrative leadership still needs to be strengthened, providing additional support and equipment if the identified problems are to be overcome, but the potentials have been realistically identified and are achievable in the opinion of this survey's respondents. Concerted and purposeful action from all academic and administrative levels is needed to be directed toward identified goals if the potential is to be achieved.

Further solicitation of opinion and deliberation is necessary if a plan of action is to be developed for the Pennsylvania Public Television Network in the 70's and beyond. This study provides some direction for discussions by members of the PPTN educational committee before it can make recommendations for such a path of action.

*An Inquiry Into the Uses of Instructional Television, published by The Ford Foundation, 1973. pp. 101-104.

APPENDIX I

A. ASCERTAINMENT PROJECT OUTLINE

PENNSYLVANIA PUBLIC TELEVISION

THE PEOPLE'S BUSINESS

1974 ASCERTAINMENT PROJECT

PENNSYLVANIA PUBLIC TELEVISION NETWORK, HERSHEY

WHYY-TV, Philadelphia

WITF-TV, Hershey

WPSX-TV, University Park

WQLN-TV, Erie

WQED-TV, Pittsburgh

WVIA-TV, Scranton/Wilkes-Barre

WLVT-TV, Allentown/Bethlehem

DECEMBER 1973

PENNSYLVANIA PUBLIC TELEVISION -- THE PEOPLE'S BUSINESS

ASCERTAINMENT OF PUBLIC NEEDS

Interviews, Hearings, Public Relations

A cooperative project of the seven public television stations serving Pennsylvania and the Pennsylvania Public Television Network Commission.

Objectives: to ascertain community needs and problems within each stations' geographic area and on a statewide basis.

to develop programming services which will be responsive to the public's needs and problems, locally and statewide.

to better utilize present resources toward meeting these needs.

to seek new, additional, resources and funding in order to provide the programming services called for.

to maintain a continuous ascertainment and evaluation procedure in order to assure maximum effectiveness of our programming efforts.

Procedures: individual ascertainment interviews to be conducted on a structured basis by station and network personnel with identifiable community leaders (local and statewide).

appropriate public notice and information dissemination about the project to assure opportunity for all segments of the community to be heard.

public hearings to be held in all areas of the state to afford spokesmen and individuals an opportunity to present their views to the stations and network commission.

televised coverage of the hearings, summary reports, news releases and a final report based on the information gathered will be used by the Commission and the stations in determining future program service directions.

Products: a final report will be issued outlining the needs and problems ascertained, the programming proposed to meet these needs, the priorities for such programming, an estimate of the resources and costs involved in providing the service, and thereby defining goals for the stations and network

a variety of programming services designed to deal with the needs and problems of Pennsylvanians.

Timetable: individual ascertainment begin in December 1973, and continue through January 1974. (Some interviews have already been held by PPTN staff.)

public hearings to be scheduled during the first three weeks of February, 1974.

televised hearings in each area as they are held, with a statewide edited summary being telecast each week of the hearings.

written report, and a television version, by mid-March.

Ascertainment Interviews

Each station must work with the PPTN staff to develop a list of publics and constituents to be interviewed. This should include the many special interest groups concerned with business, health, aging, blacks and ethnic groups, education and schools, and the State Legislature which is elected to serve and represent all the people.

All persons conducting ascertainment interviews must be thoroughly briefed in purposes and mechanics of conducting effective ascertainment interviews.

PPTN and station interviewers should be representative of public television -- with top station, network and commission representatives conducting interviews with top government officials, agencies and other major organizational hierarchy representatives. Interviews should be conducted by station board members, friends of public television, station management, station staff, PPTNC members, PPTN staff members, etc. to provide broad representation of public television's involvement.

It must be made clear to all ascertainment interviewees that the interview is being conducted jointly by the station(s) and the PPTN Commission.

Documented, supportive evidence compiled through ascertainment interviews and other related activities must be done and presented so convincingly that the Governor, members of the Legislature and citizens of the Commonwealth agree that 'based on the research and findings of PPTNC, public television needs and deserves greatly increased financial support in order to serve the people of Pennsylvania'.

The following QUESTIONNAIRE is designed for use by interviewers during the ascertainment process.

Our experience at PPTN indicates that a letter sent to prospective interviewees in advance outlining the purpose for a personal visit by the interviewer and requesting an appointment is most useful. We then follow up with a phone call to set a specific time and place for the interview. Although we have not used the present QUESTIONNAIRE to date, experience indicates that approximately 30 minutes is sufficient time for each interview -- although some subjects are more loquacious.

Pennsylvania Public Television Ascertainment of Public Needs
A cooperative effort of (_____) and the PPTN Commission
station

QUESTIONNAIRE

For use by individuals conducting interviews for public television.

INTRODUCTION:

As you know, public television is a non-commercial system devoted entirely to providing education, information, entertainment and other types of programs specifically designed to serve public wants and needs.

The purpose of this interview is to find out, from you, what the most important needs of our community are. We are in the process of conducting a statewide ascertainment of public needs and problems, and this interview is one part of that process.

Public television intends to use the information gathered for the purpose of determining the kinds of program services we should be offering in the coming years. And, because we must look to the public for support as well, we must also develop priorities for this service in order to find the means for providing these services.

One further word of explanation, public television operates on three basic levels -- national, state and local. Insofar as possible we hope to be able to distinguish between these levels of needs and problems. That is, what needs and problems are of prime concern to our immediate community, those needs which are of a statewide nature, and the needs which can best be handled on a national level.

I have a list of several questions, going from general concerns to the more specific.

PART A. (General):

1. What does your organization (agency, association, group, etc.) consider to be the most important problems and needs facing this community, Pennsylvania and the nation today?

(List the responses. Accept any supporting materials which may be offered.)

Immediate community:

Pennsylvania:

Nation:

2. What role do you think public television (station & PPTN) should fulfill to help meet these needs and problems? What new programming could public television provide?

On the local level:

On the state level:

On the national level:

3. With respect to the needs and problems we've discussed, what do you feel public television is presently doing well and effectively?

Locally:

Statewide:

Nationally:

4. What is public television, as you see it, NOT doing that you feel is imperative?

Locally:

Statewide:

Nationally:

5. Do you wish to have any additional general input recorded in this ascertainment interview?

PART B. (Specific):

Public television has a capability to originate programs from almost any place in the state or country and can likewise broadcast them into homes, schools, and so forth across all of Pennsylvania.

I'll name a number of different program approaches, or types, and ask you whether you feel they are important in public television's program schedule -- again, on a local, state and national level.

1. Music performance programs by orchestras, chamber groups, and other 'classical' music organizations.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

2. Popular music performances -- rock, bluegrass, jazz, etc.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

3. Serious dramatic performances -- plays and movies, for example:

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

4. Programs about the visual arts -- painting, sculpture, photography.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

5. Handicrafts and how to do them -- woodworking, weaving, sewing, etc.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

6. Debates on public issues by knowledgeable advocates of various positions.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

7. Public meeting discussions of problems and issues, affording the general public a chance to question and debate with community leaders.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

8. Speeches by elected and appointed governmental officials -- mayors, county commissioners, the governor, the president, etc.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

9. Response from the 'opposition party' to speeches made by public officials.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

QUESTIONNAIRE (Cont'd)

Page 5

10. Television coverage of public meetings, hearings, etc. -- school boards, legislative committees, Senate and House investigatory committees.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

11. Appearances by candidates for public office prior to elections, and coverage of election results.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

12. Formal credit education working toward some form of certificate or diploma. High School equivalency or college level work.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

13. Vocational education to teach new skills or upgrade skills of employees.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

14. Informal adult education for avocational or recreational enhancement.

Local:	Essential	Important	Not Important	No Opinion
State:	Essential	Important	Not Important	No Opinion
National:	Essential	Important	Not Important	No Opinion

QUESTIONNAIRE (Cont'd)

Page 6

15. Classroom instructional programs for use in elementary and secondary schools. Specify any subjects or topics which you especially feel are desirable.

Local:

State:

National:

16. Programs for children at out-of-school hours. Specify ages if appropriate:

Local:

State:

National:

17. Programs for 'specialized interest groups - educators, business leaders, lawyers, etc.

Local:	Essential	Important	Not Important	No Opinion
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State:	Essential	Important	Not Important	No Opinion
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National:	Essential	Important	Not Important	No Opinion
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18. Programs dealing with problems and needs of minority groups -- blacks, spanish-speaking, women, etc.

Local:	Essential	Important	Not Important	No Opinion
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State:	Essential	Important	Not Important	No Opinion
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National:	Essential	Important	Not Important	No Opinion
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19. Suggest any additional program types or subjects which you feel public television should include in its schedule.

Local:

State:

National:

QUESTIONNAIRE (Cont'd)

Page 7

Thank you very much for your cooperation and your valuable thoughts of how public television can better serve the community.

We will be issuing a final report next spring and at that time will provide a plan for dealing with the various needs and problems which have been brought to our attention.

You have been of great assistance to us in this process.

(Name)

(Organization)

(Title)

(Date)

MASS QUESTIONNAIRE

A relatively simple questionnaire (multiple-choice) should be developed to encourage 'anyone and everyone' to register their opinions on public television.

Take out newspaper ads in all areas of the state with the questionnaire to be clipped, filled out and mailed in.

Send the questionnaire to all available mailing lists.

Use on-air promos to ask people to send for a questionnaire (or find it in their papers) and register their opinions.

Conduct this campaign in each area to coincide with the planned hearings -- thus adding to the total PR effort and helping to build participation in the hearings.

Example - page 2.

PUBLIC TELEVISION WANTS TO KNOW

Here's your chance to tell (station) and the Pennsylvania Public Television Network what you want to see on television!

Just complete this brief questionnaire and send it to: (station or PPTN)

Public television can bring programs into your homes and schools from all parts of the Commonwealth, the Nation and the World.

What types of programs do you believe are most needed?
(Check those most important to you.)

- | | |
|--------------------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Popular Music | <input type="checkbox"/> Children's programs |
| <input type="checkbox"/> Dance | <input type="checkbox"/> Classroom programs |
| <input type="checkbox"/> Crafts, how to do it | <input type="checkbox"/> Classical music |
| <input type="checkbox"/> Discussions of public and social problems | <input type="checkbox"/> Drama |
| <input type="checkbox"/> Health topics | <input type="checkbox"/> Debates on public issues |
| <input type="checkbox"/> Speeches by government officials | <input type="checkbox"/> Analysis of Government actions |
| <input type="checkbox"/> Responses to official speeches | <input type="checkbox"/> Coverage of public hearings |
| <input type="checkbox"/> College courses | <input type="checkbox"/> Political candidate speeches |
| <input type="checkbox"/> General education | <input type="checkbox"/> Sports coverage |
| | <input type="checkbox"/> Programs for minority groups |

Send any other ideas on a separate sheet.

PUBLIC TELEVISION IS LISTENING TO YOU

If you want more information about public television, enclose your name and address

A cooperative project of (station) and the Pennsylvania Public Television Network
Box 397, Hershey, Pa. 17033

Public Hearings

Purpose: To gain public input, support and quotable testimony for the Commission's report, by using the power of our broadcast stations in focusing statewide attention on public television.

All-day hearings to be scheduled in each stations' area during the first three weeks of February. (Five hours or so duration, including morning and afternoon times.)

To be joint hearings held by the individual station in each area and the PPTN Commission.

Panel: The hearings to be conducted by at least two Commission members and two station board members at each location.

A legislative representative from each house, thus also assuring bi-partisan participation, should also be included. (Work out assignments with leadership of House and Senate.)

Station and PPTN management should also participate.

Testimony: Advance invitations and booking of persons to testify must be done to assure testimony from a wide cross-section of interests. (Our ascertainment interview lists should provide a base for such invitations.)

Care must be taken to assure participation by many interests -- including business, political-governmental, education, ethnic, health, etc. groups and organizations.

Also to be worked into the hearings schedule will be statewide leaders -- the Governor, Secretary of Education, legislative leaders, heads of statewide organizations, ex-governors, Pennsylvania personalities (authors, artists, etc.), and so forth.

Limit testimony to 6 - 10 minutes each. Give persons testifying ample notice so they can prepare what they want to say.

Accept longer written materials if offered.

Allow for questions by members of the panel, but avoid having them make speeches and/or defenses of what public television has done, etc. We should hear the public, we can talk back later.

Get all testimony reduced to writing for final editing and inclusion in the report.

Television: Televising the hearings, probably on tape delay the same evening during prime time. Might be some editing for time. Suggest 3 hours, 7-10 p.m.

A composite statewide telecast to be made up from the individual hearings as we go along. For example, if two hearings are held each week on different days in different cities, then there is a network composite at week's end.

Publicity: There must be strong advance publicity in each community where hearings are to be held -- 2-3 weeks prior to hearing dates. (Might combine with use of the questionnaire ad and mailer at the same time.)

Publicity to encourage broad public participation in the hearings, encourage viewing of the telecasts, and to generally promote the idea of public tv being for the people.

Press conferences with the panel members should be set up to get maximum coverage of the hearings. Might include one conference prior to the hearings and another afterwards to get some of the panel's responses on the public record.

Schedule: Must be coordinated, at PPTN.

Should be concluded as early as possible in February to give us time for compiling the report by mid-March.

Will depend upon each station's ability to schedule, and at the same time upon the availability of Commission members, PPTN staff and other participants.

The integrity and spirit of these hearings will have much to do with our future success and progress. Public television must, in all respects, show a sincere desire to know what the public wants and needs.

Cost

No specific estimate of dollar costs can yet be made, but we know that funds for hearings transcripts, additional travel and such, printing a final report and the PR campaign must be carved out of the existing budget for 1973-74.

The costs of local hearings and television coverage of them must also be considered -- whether covered by the individual stations or as part of PPTNC's budget.

If substantial PPTNC funds are to be used for this project, then we should get approval of the Commission at the December 13th meeting. The lesser costs of some other items can be covered under existing budget allocations.

Looked at negatively, what might be the costs if we do NOT do the job properly? We cannot expect to make a giant step forward unless we are prepared for it and can document the needs and costs involved.

Public Relations

Most of the public relations necessities are outlined within preceding pages. But here is a summary, with a few additions, in order to present the program in a more orderly fashion.

1. News release announcing the total ascertainment project and how it will be conducted. To be issued as soon after approval (Dec 13) as possible.
2. Individual news release put out during the ascertainment period based on comments received from major figures interviewed. Tie all such into the total process and how it will be answered in the final report.
3. Newspaper Ad Questionnaire for everyone who wishes to fill out and send in. Also send the questionnaire to known mailing lists. About 2 weeks prior to commencement of public hearings.
4. News release and ads about each hearing to be held in each station area.
5. Press conference with PPTNC and Station panel members prior to public hearings. (Hearings televised in each area.)
6. Press conference with the panel after each hearing is concluded.
7. Press conference and televised presentation of the report to the public, the Governor, and the General Assembly. (About mid-March.)
8. Summary brochure of full report distributed widely to all participants in the ascertainment and hearings, plus any other available statewide lists. Also national interests.

Internal Relations

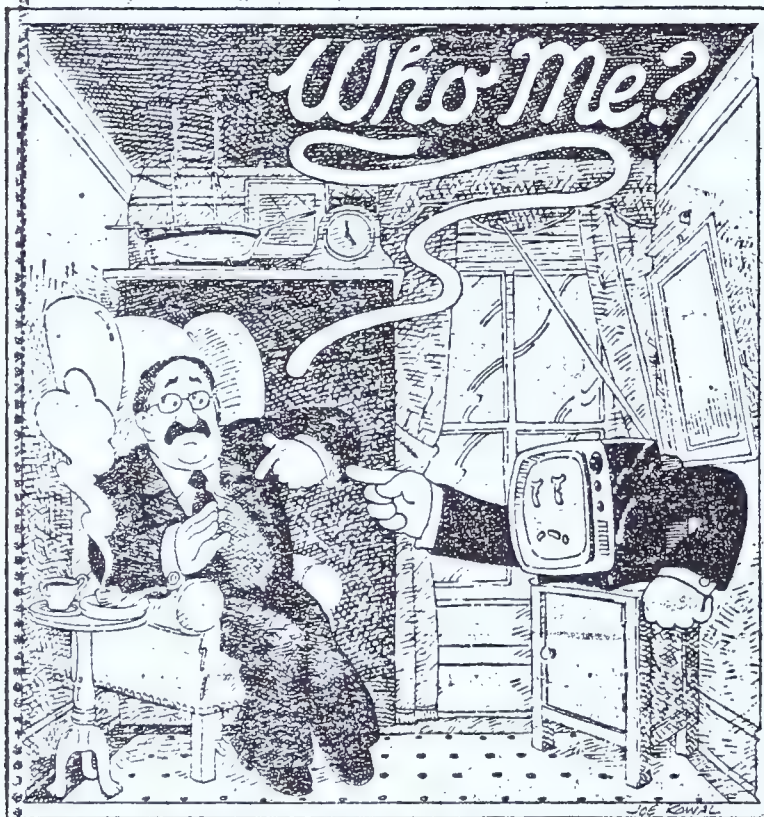
We must also be sure that all of our presently-known friends are aware of this ascertainment effort and will join us.

1. Letter from Mr. Berman to each station board member outlining the project and asking for their cooperation.
2. Letter from Mr. Berman to each member of the General Assembly outlining the project and asking for cooperation.
3. Letter from Mr. Berman to selected Administration figures on same subject.
4. Brief information brochure similar to initial press release to be sent to stations' mailing lists, friends of PTV groups, etc.

These items to be done as quickly as possible after approval of the project (Dec. 13).

APPENDIX I B

B. PRESS, PUBLIC RELATIONS, AND PROMOTION



Yes, You!

and all your friends and neighbors
are invited

to tell us what *you* want to see
on public television in Pennsylvania.

Watch tonight's live public hearings,

then call or write us.

We'll be listening.

What Should Public Television Be?

**Live Hearings Tonight
8 to 11 P.M.**

Channel 13 WOED

A cooperative project of the Pennsylvania Public Television Commission and WLVT Allentown/Bethlehem, WQLN Erie, WITF Hershey, WHYY/WUHY Philadelphia, WVIA Scranton/Wilkes-Barre, WOED/WQEX Pittsburgh, WPSX University Park.

WITF Joins Other Stations in Program Survey

State's Public TV Sounds Out Public

By ROGER MILLER
Keystone Editor

The management of public television wants to know what the public wants to see.

Accordingly, the Pennsylvania Public Television Network (PPTN) has begun a campaign to determine what kinds of programs the citizens of the commonwealth would like to see produced. The public survey — under the slogan, "Public Television, the People's Business" — is being conducted in conjunction with WITF-TV, Channel 33 in Hershey, and the six other public television stations that are members of PPTN.

The final report on the survey will then be used as a means of coaxing continued funds from the state Legislature for PPTN, which is responsible for the financial support of the seven stations and for program grants.

The survey, which is expected to be completed by the end of this month, will be in two parts. One part will involve in-depth interviews with community leaders representing state and local government, education, business and industry, labor and mi-

nority groups. The other will be a survey of general audience opinion, through questionnaires published in various media, including WITF's monthly program guide. The public questionnaire will ask opinions on what programs are most needed, in such areas as popular music, drama, college courses, programs for minority groups, sports, classroom programs, and many more.

According to Andrew M. Bradley, president of the board of directors of WITF-TV-FM, WITF board members, volunteers and staff will conduct the interviews throughout South Central Pennsylvania. Anyone who does not obtain a published questionnaire may obtain one by writing to the station, Bradley added.

There also will be a live, public hearing on the subject

Dr. John O. Hershey, chairman of the policy and planning committee of the PPTN Commission, said his committee first questioned member stations and then the state Department of Education and other groups about desired programming before going to the public opinion survey. He noted that the first five years of PPTN's existence were spent in setting up equipment and organization for carrying of programs.

"We know we have an excellent vehicle now," he said. "The system is in place. Now we must find improved and more meaningful ways of using it to serve the total community involved."

He said he could not estimate how much money PPTN will need in the future, pointing out that this would not be known until after the survey.

"It is going to take a couple of years to make people aware," he said.

Dr. John O. Hershey, chair-

man of the policy and planning committee of the PPTN Commission, said his committee first questioned member stations and then the state Department of Education and other groups about desired programming before going to the public opinion survey. He noted that the first five years of PPTN's existence were spent in setting up equipment and organization for carrying of programs.

"We know we have an excellent vehicle now," he said. "The system is in place. Now we must find improved and more meaningful ways of using it to serve the total community involved."

He said he could not estimate how much money PPTN will need in the future, pointing out that this would not be known until after the survey.

survey results and programming recommendations are completed.

He admitted there might be some problem, in a period of recession and fund cutbacks for public TV, in obtaining money from the Legislature.

"But if it (programming recommendations) will stand on its own two feet, then, yes, I think the money will come. After all, the Legislature did create this," he said, referring to PPTN. "It would be foolish to create something and then not put something in it."

There are no plans for PPTN to do its own productions in the way that commercial TV networks produce programs and transmit them to affiliates, according to David Leonard, general manager of PPTN. He noted, however, that "we are getting involved in joint-station productions" in which two or more member stations cooperate in producing programs.

Mike Greenwald, WITF's promotion and development manager, confirmed this, explaining that any state funds for programming would go directly to individual stations.



The Bethlehem Globe-Times

'Maintaining the People's Right to Know'

Page 6

Saturday, February 9, 1974

Fallen, fallen are the men of war . . . 2 Samuel 1:27

Help For Public TV

If television is to mean something more than commercial pabulum and escape entertainment, the public must make it possible. Support for public television deserves a greater commitment on both the federal and state levels.

* * *

The potential for educational television hasn't really been either here or across much of the nation. Yet, there is a great desire for wider use of this medium, judging from the parade of witnesses who offered testimony this week in the first public television ascertainment hearings held by VLVT-TV, which serves the Lehigh Valley.

* * *

It is generally agreed that the station does a good job with studio programming. Using the simple props of a table and a few chairs, it broadcasts many public affairs programs which bring everything from city hall to school activities into closer understanding. The candidate nights in which viewers are invited to phone in questions constitute public service in the best tradition.

* * *

What the station could do but cannot afford is something else. Remote programming on a local level is virtually nil. Yet, the impact of television is greatest when the camera zeroes

in on a subject, be it an environmental eyesore, a budding restoration, or simply a slice of life caught in action. Descriptions from the mouths of panelists sitting in a studio do not stir the senses the way a picture showing the real thing. Private contributors have made some remote programming possible on the local level, but the financial uncertainty from year to year prevents the station from reaching out in more imaginative ways.

* * *

Support of public television is undergoing a great transition. The Ford Foundation has announced an orderly withdrawal of its resources over the next few years. The Corporation for Public Broadcasting will miss that generous support. Meanwhile, local educational stations will be compelled to raise larger matching funds in order to afford the programs offered for national production.

* * *

Long-range commitments to public television are necessary if it is to grow and improve. Fortunately, the Nixon administration shows signs of discarding the short-term lease philosophy in favor of a plan for permanent financing of the Corporation for Public Broadcasting. If Pennsylvania wants its state network of educational television to meet the demands of the times, it, too, must enlarge its commitment.

An ear for an ear.

You've often turned to Public Television for information and entertainment. Now let us hear from you.

Here's your chance to tell the Pennsylvania Public Television Network what you want to see on television!



Just complete this brief questionnaire and send it to PPTN, Box 397, Hershey, Pa. 17033

Public television can bring programs into your homes and schools from all parts of the Commonwealth, the Nation and the World.

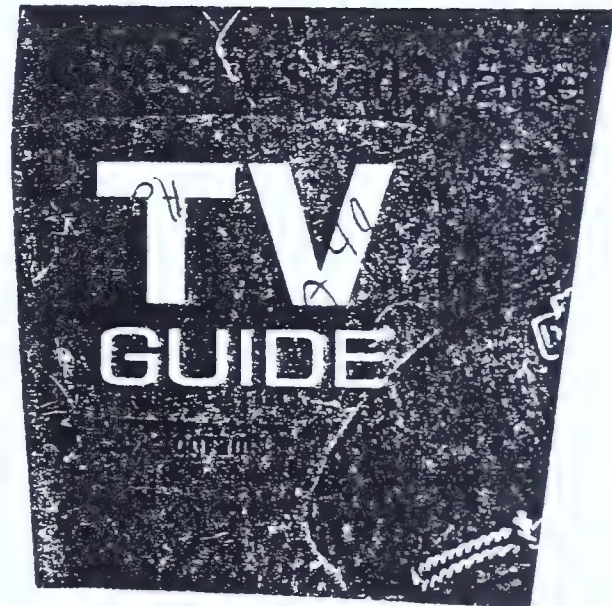
What types of programs do you believe most needed?
(Check those most important to you.)

- | | |
|--------------------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Popular Music | <input type="checkbox"/> Children's programs |
| <input type="checkbox"/> Dance | <input type="checkbox"/> Classroom programs |
| <input type="checkbox"/> Crafts, how to do it | <input type="checkbox"/> Classical music |
| <input type="checkbox"/> Discussions of public and social problems | <input type="checkbox"/> Drama |
| <input type="checkbox"/> Health topics | <input type="checkbox"/> Debates on public issues |
| <input type="checkbox"/> Speeches by government officials | <input type="checkbox"/> Analysis of Government actions |
| <input type="checkbox"/> Responses to official speeches | <input type="checkbox"/> Coverage of public hearings |
| <input type="checkbox"/> College courses | <input type="checkbox"/> Political candidate speeches |
| <input type="checkbox"/> General education | <input type="checkbox"/> Sports coverage |
| | <input type="checkbox"/> Programs for minority groups |

Send any other ideas on a separate sheet.
If you want more information about public television, enclose your name and address.

Public Television
The People's Business

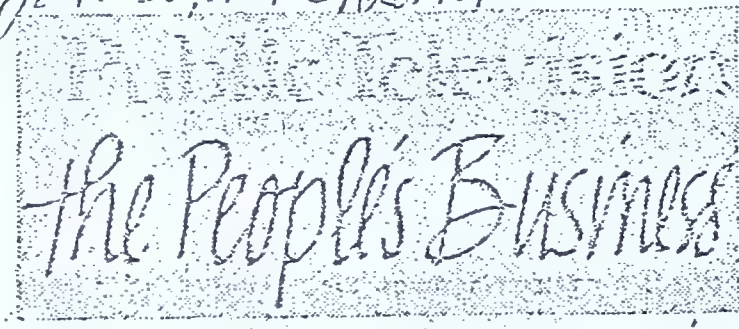
A cooperative project of the Pennsylvania Public Television Commission and WLVT Allentown/Bethlehem, WOLN Erie, WITF Hershey, WHYY/WUHY Philadelphia, WVIA Scranton/Wilkes-Barre, WQED/WQEX Pittsburgh, WPSX University Park.



Public Television Will Audit Its Audience to Learn What Community Expects in Future

Jan 30, 1974 Chronicle

Elizabeth Town, Pa



WITF, the public television station serving South Central Pennsylvania, is joining its six affiliates in the Pennsylvania Public Television Network to make an inventory of its

David Leonard, the general manager of PPTN, outlined the plan for public rapport, which the network will maintain as an on-going project: Through the interviews, questionnaires and public hearings, PPTN will attempt to determine the community needs and problems; utilizing this information, the network will match it with the kinds of programming to fill these needs; and PPTN, which has developed a strong state-wide public television system in its five years of existence, will look for new resources if the network itself cannot meet certain needs.

POTTSVILLE REPUBLICAN
Pottsville, Pa.

PM 27,730

Public TV Asks What's Wanted

PPTN, the Pennsylvania Public Television Network, is launching a massive statewide campaign to determine what Pennsylvanians want public television to do in the Commonwealth.

The Pennsylvania Public Television Network (PPTN) is responsible for networking within Pennsylvania, financial support to seven stations, and grants for programming on the State network.

The seven member stations include: WQED in Pittsburgh, WQLN in Erie, WPSX at Penn State, WITF in Hershey, WVIA in the Scranton/Wilkes-Barre area, WLVT in Allentown/Bethlehem and WHYY in Philadelphia.

The Governor's Committee, appointed by former Governor Raymond P. Shafer, recommended the establishment of a Pennsylvania Public Television Commission and suggested the course for the first five years, with emphasis on developing a strong statewide public-TV system.

PPTN is now five years old. Last year the Commission established a policy and planning committee to analyze and make recommendations concerning the rest of the 70's. The chairman of the committee is Dr. John O. Hershey of Hershey Estates and Milton Hershey School. In announcing the Commission's public ascertainment campaign, Dr. Hershey explained, "Public television has spent nearly 20 years building the total public television system, setting up the hardware and organizations necessary for its success. The time has come to use this public television system in Pennsylvania to its fullest potential. The system is in place, now we must find improved and more meaningful ways of using it to better serve the total community involved."

Dr. Hershey continued, "Many State legislators viewed. I've personally had three meetings with representatives of the State Chamber of Commerce. We're talking to the PTA, health groups, minorities, in fact every interest throughout the State. The views will be included in a report to the Commission which will also be given to each member of the Legislature and to those we've interviewed throughout the Commonwealth."

At the PPTN operations headquarters in Hershey, Leonard, PPTN General Manager, explained, "Since we believe public television is the people's business, it is appropriate that we ask the people what they want from public television stations throughout the State."

After a massive number of personal interviews, televised hearings on prime time on each of the seven stations in Pennsylvania. Each hearing will be pre-recorded and followed by summary press releases. A composite of all the televised hearings will be prepared statewide.

The final report — a compilation of the state-wide public television effort — will contain not only what the public needs in Pennsylvania, but ways in which Pennsylvania public television stations can meet those needs and the cost.

Public TV Seeks Data

HERSHEY — An unprecedented campaign to find out what citizens want public television to do for them in the future is being launched by WTTG-TV, Channel 33, the non-commercial community

Network's existence has been spent primarily in setting up the hardware and organization necessary for success. "The time has come," he said, "to use this system in Pennsylvania to its fullest potential."

The final report, a compilation of the statewide effort, will contain not only what the public television audience in Pennsylvania wants but also ways in which Pennsylvania public television stations can

Mid-Atlantic Newspaper
Services, Inc.
2717 N. Front St.,
Harrisburg, Pa. 17110

LEVITTOWN, PA.

FEB 8 1974

Bucks Co. Courier
Times (e) 53,719

What do YOU want to see?

PPTN, the Pennsylvania Public Television Network, is launching a massive statewide campaign to determine what Pennsylvanians want public television to do in the Commonwealth.

PPTN is responsible for working within Pennsylvania, financial

sion system in Pennsylvania to its fullest potential. The system is in place, now we must find improved and more meaningful ways of using it to better serve the total community involved."

Dr. Hershey continued, "Man-

GETTYSBURG, PA.

Times (e) JAN 29 1974
Circ. 10,919

Public TV To Ascertain Public Want

An unprecedented campaign to find out what citizens want public television to do for them in the future is being launched by WTTG-TV, Channel 33, the non-commercial community

Public TV Survey To Learn Favored Type of Programs

HERSHEY, Pa. (UPI) — Public television will go to the people to find out what kind of programs they want to watch during the 1970's, according to the Pennsylvania Public Television Network (PPTN) officials.

Wednesday, February 13, 1974

VARIETY

A BURNING QUESTION FOR PA.'S PUBLIC TV

Philadelphia, Feb. 12

What do viewers want to see on public tv? WHYY-TV and its six Pennsylvania sister stations plan to find out in what may serve as a model for a national PBS survey.

The Philly station alone is mailing questionnaires to some 35,000 localities who have expressed past interest in its programming, supplemented by mail-in forms in newspaper ads, plus interviews with approximately 100 community leaders and, later this month, a public hearing.

A report on the results of the statewide survey, believed to be the first of its kind, is expected by mid-March.

The other stations comprising the five-year-old Pennsylvania Public Television Network are Pittsburgh's WQED, Erie's WQLN, Hershey's WITF, Scranton-Wilkes-Barre's WVIA, Allentown-Bethlehem's WLTV and Penn State's WPSX.

LEBANON, PA. JAN 28 1974

Daily News (e)
Circ. 28,241

Net Public TV To Survey Public

HERSHEY, Pa. — An unprecedented campaign to find out what citizens want public television to do for them in the future is being launched by WITF-TV, Channel 33, the area's non-commercial community supported television station, in cooperation with the Pennsylvania Public Television Network (PPTN) and its six other member stations.

The project was announced today at a press conference in the WITF studios in Hershey by station and network officials.

Describing the details of the project were: Dr. John O. Hershey, chairman of the PPTN Commission's policy and planning committee, which has been formed to chart the course of public TV in the '70's; David Leonard, general manager of PPTN; Andrew Bradley, president of the WITF board of directors; and Robert F. Larson, the station's general manager.

Many Interviews

The project, which will be completed by the end of February, involves a massive number of personal interviews with community leaders, televised public hearings in prime time on each of Pennsylvania's seven public television stations, and a survey of general audience opinion.

Bradley explained that, at the local level, WITF board members, volunteers, and staff will conduct the interview campaign throughout

South Central Pennsylvania. The live public hearing will be held on Wednesday, Feb. 13, at 8 p.m. in the Hershey Community Center, and Bradley indicated that all interested persons are urged to attend.

The station will seek the input of more than a hundred community leaders representing state and local government, education, business and industry, labor, and minority groups. Many of these people will deliver statements during the televised hearings as to what they think public television should be doing. Anyone interested in filling out a survey questionnaire is invited to call or write for a copy: WITF, Box Z, Hershey, Pennsylvania, 17033 — 717/534-3333.

In announcing the purpose of the PPTN Commission's project, Dr. Hershey explained that the first five years of the Pennsylvania Public Television Network's existence has been spent primarily in setting up the hardware and organization necessary for success. "The time has come," he said, "to use this system in Pennsylvania to its fullest potential." "The system is in place, now we must find improved and more meaningful ways of using it to better serve the total community involved."

David Leonard added, "Since we firmly believe public television is the people's business, it is only appropriate that we ask the

people what they want and need on public television stations throughout the state."

The final report, a compilation of the statewide effort, will contain not only what the public television audience in Pennsylvania wants but also ways in which Pennsylvania public television stations can meet those needs and the costs involved. Through this project, PPTN plans to better utilize present resources, to develop programs responsive to local and state needs, and to seek new additional resources and funding in order to provide the programs needed.

"Public television means different things to different people," Leonard said. "To

some it is 'Sesame Street,' 'Mister Rogers,' 'Bill Buckley,' or the 'Boston Pops.' The question we are now putting to all Pennsylvanians is: what should it be in the future? This survey is a concerted effort affording everyone throughout the state an opportunity to have significant input in the future of Pennsylvania public television."

Public television stations are non-profit organizations that operate on funds from the public — either directly, through contributions from individuals, business corporations or foundations, or indirectly, through tax-supported institutions. Public television schedules, in addition to providing programs with general audience appeal — especially programs that are not generally available elsewhere — also offer instructional programs for school children in their classrooms and provide services such as teaching job skills or preparing viewers for high school equivalency exams.

The Pennsylvania Public Television Network, established five years ago in order to develop a strong statewide public TV system, is responsible for the financial support of the seven network stations and for grants for programming on the state network.

WE NEED TO KNOW
We will appreciate knowing your views.

WPSX-TV and the Pennsylvania Public Television are currently conducting a survey.

Public Television
The People's Business
KEEP THIS STUB as a reminder of your reservation at the public hearing.

Public Television
The People's Business
LET'S HEAR FROM YOU

You've often turned to Public Television for information and entertainment. Now, here's your chance to tell WPSX-TV Channel 44 and the Pennsylvania Public TV what you want to see on public television.

DATE: Wed., Feb. 13
TIME: 7:30 p.m. arrival for 8:00 p.m. program
PLACE: Blue Room, Hershey Community Center, Chocolate & Cocoa Aves.

The People's Business
PUBLIC TELEVISION WANTS TO KNOW

Here's your chance to let WIFE and the Pennsylvania Public Television know what you want to see on television! Just complete this brief questionnaire, and return it to WIFE Center. (See inside front cover & page 3.) I will arrive at 7:30 p.m. for the 8 p.m. broadcast.

- Regardless of whether or not you attend the hearing, please complete the following:
- What types of programs do you believe are most needed? (Check all that apply.)
 - Popular Music
 - Classroom programs
 - Discussions of public and social problems
 - Debates on public issues
 - Responses to official speeches
 - College courses
 - Coverage of public hearings
 - Political candidate speeches
 - Sports coverage
 - Programs for minority groups

We would appreciate the following information:

NAME
ADDRESS
CITY STATE ZIP
AGE SEX OCCUPATION

Check here ☐ if you want more information about public television.
Send any other ideas on a separate sheet.
Mail this questionnaire to:

WHYY-TV 12 Phila., Pa. 19139
Public Television
The People's Business

- Complete the following:
- Dance
 - Classical music
 - Health topics
 - Series of Government
 - of public hearings
 - tion
 - WIFE.

FEB 28
The Evening
Philadelphia, Pa.

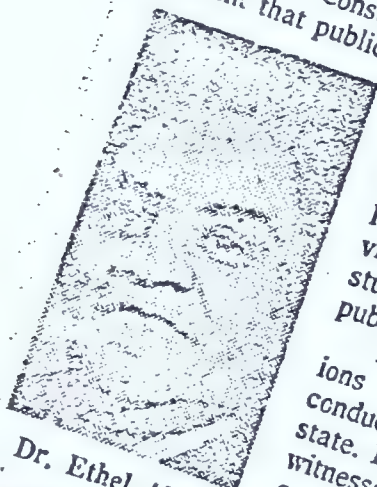
Foglietta Asks Public TV to Council Session

City Council Republican
leader Thomas M. Foglietta
proposed last night that public
television air City Council
meetings and committee hearings.
"To effect communication
with the city," he said.

Public TV Officials Get Earful at Taped Airing

"This program is an example of what's wrong with public television."
That was the unexpected statement from one of the participants in a three-hour "public hearing" on what the public wants from public TV, taped yesterday afternoon in Channel 12's studios and shown from 10:30 last night to 1:30 this morning.

THE CRITICAL SPEAKER was Carl Dahlgren, of the Philadelphia Area Consumer Organization. He was trying to make the point that public TV does and should make a great educational contribution but could do much better in publicizing public issues with better showmanship. But the "hearing" was not designed so much for the Pennsylvania Public Television Network, which is studying as to how it can be better.



Dr. Ethel Allen

The PPTN has been conducting hearings throughout the state. It heard yesterday from witnesses representing the city, local parties and representatives from most every walk of life. Among the witnesses were Dr. Ethel Allen and Thomas Foglietta, both of whom urged greater coverage of municipal affairs. Aside from the general emphasis on the need for more and better coverage of public issues, there were a dozen or more pleas for more programming aimed at special interests.

NEW BRITAIN HERALD
New Britain, Conn.
PM-33,381

Looking at TV Public network poll in Pa.

By JAY SHARBUTT
AP Television Writer
NEW YORK (AP) — A poll is being taken by the Pennsylvania Public Television Network to let viewers say what kinds of programs they want to see on public TV. The Pennsylvania survey is the first of its kind in the nation, says the Public Broadcasting Service, which says it is both encouraging the study and suggesting the same approach be tried in other states.

back doing it again on a sort of schedule," he said. The Pennsylvania Public network consists of WHYY in Philadelphia; WQED in Pittsburgh; WPSX at Penn State; WQLN in the Erie area; WLTV in Hershey; and WVIK in Wilkes-Barre. WVIK, which serves the Pocono Mountains area, is also doing it again on a sort of schedule.

FEB 21 1974

THE RECORD
Hackensack, N.J.
PM-184,055 S-160,000

TELEVISION

Public TV survey taking the pulse of Pennsylvania

By JAY SHARBUTT
The Associated Press

A poll is being taken by the Pennsylvania Public Television Network to let viewers say what kinds of programs they want to see on public TV. The Pennsylvania survey is the first of its kind in the nation, says the Public Broadcasting Service, which says it

is both encouraging the study and suggesting the same approach be tried in other states. Network officials say about 90,000 questionnaires are being mailed to Pennsylvania's public TV subscribers in the areas served by the seven stations that comprise PPTN. In addition, the network is

seeking the general public's opinion by buying space for the questionnaires in area newspapers and Pennsylvania issues of TV Guide magazine, officials say. They say the survey basically seeks to determine the kinds of state or local programs viewers think should

JAN 25 1974

Valley News Dispatch
(e) 42,096

Public tv

State's stations will ask what you'd like them to do

By PAT CONDELLI
Staff Writer

PENNSYLVANIA public television stations — including Pittsburgh's WQED (channel 13) — want to improve their programming.

For ideas on which programs to continue, which to discontinue and which to initiate, they have begun a massive statewide campaign to obtain the opinions of those for whom the stations were created — the public.

All seven state public tv networks now are conducting surveys for those opinions.

At a press conference yesterday in Pittsburgh, officials at WQED outlined plans for their survey:

WITH THE HELP of volunteers, they will distribute thousands of questionnaires to state legislators, labor leaders, minorities, health groups, students and service organizations.

They will welcome letters and telephone calls.

They will place questionnaire forms in newspapers and magazines.

In addition, they've scheduled a public hearing on the subject which will be televised from 8 to 11 p.m. Feb. 1.

The public television stations want to know what they are doing right and what they are doing wrong. What

should local programming include? What programs would be appropriate for state-wide distribution?

THEY HOPE the public will offer constructive criticism and good suggestions.

In March, survey results will be compiled state-wide and a report of findings will be aired on all public television networks.

WQED president and station manager Lloyd Kaiser said the survey is being conducted in an effort to determine the best way to serve "all of the public."

The state's program is in keeping with a national theme for public television: "The People's Business." Pennsylvania is the first state to initiate such a survey. It was begun as a project of the Pennsylvania Public Television Network Commission.

SPECIFIC objectives of the commission include:

1. To ascertain community needs and problems in local areas and on a state-wide basis.

2. To develop programming services responsive to the public's needs and problems.

3. To better utilize present resources.

4. To maintain a continuing method of evaluation.

5. To seek additional resources for funding.

JOSEPH D. HUGHES, chairman of the long-range finance committee of the Public Broadcasting Board, explained that the stations do not plan to seek additional federal money to help implement changes suggested in survey results.

He said, "We hope to continue operations on a ratio of \$1 in federal funds for every \$2 which the stations can raise. This way we can keep control of the industry in the hands of the public."

Federal funding to public television in the United States recently was cut. Now the government supplies about 20 cents per person compared with \$3.20 per person in England, \$5.81 per person in Canada and \$2.90 per person in Japan. Commercial television spends about \$7.32 per viewing person.

WQED plans to continue its self-support by coming up with more profitable ideas like they have in the past two years: the Great TV Auction and the telethons conducted during special programming.

HUGHES SAID, "Public television means different things to different people. To some it is 'Sesame Street,' 'Mister Rodgers,' 'Bill Buckley,' 'Boston Pops' or 'How to Play the Guitar.' The question we now are putting to all Pennsylvanians is — what should it be in the future?"

"Pennsylvania public television, the people's business, is a concerted effort affording everyone throughout the state an opportunity to have significant input in the future of Pennsylvania public television."

Kaiser said he hopes that the people of Pennsylvania will recognize two responsibilities: (1) to tell us what they want and (2) to support it financially.

JAN 14, 1974

WPSX-TV Will Hold Live Hearing

What can public television do for you? This is the question to be answered during a special televised public hearing on WPSX-TV Channel 3, Monday at 8 p.m. The hearing is one of the kinds of programs you think are most important for educational-public television. Questionnaires are available by writing to PPTN Survey, representatives of the area's business and public education at the University, will be co-chairman of the live hearing, which will include

NEW CASTLE, PA.

JAN 6 9 1974

News (e) 22,745

Public TV to conduct campaign

The Pennsylvania Public Television (PPT) Network and Pittsburgh public television station WQED are launching a statewide campaign to find out what Pennsylvanians want public television to do in the state. The network is now five years

LEBANON, PA.

FEB 11 1974

Daily News (e)

Circ. 28,241

The mayor and the chief will

Schedule Public TV Hearing

HERSHEY — C. DeLores Tucker, Secretary of the Commonwealth; Genevieve Blatt, judge of the Commonwealth Court; and Harold A. Swenson, mayor of Harrisburg, are among a varied group of top state officials, local community leaders, and other citizens who will speak at a televised hearing about the future of public television to be broadcast live on WITF-TV, Channel 22, Wednesday at 8

Dr. John O. Hershey, chairman of the PPTN Commission's policy and planning committee, explained earlier that the first five years of public television's existence has been spent primarily in setting up the hardware and organization necessary for success. "The system is in place," he said. "Now we must find improved and more meaningful ways of using it to better serve the total community."

Each of the witnesses will make a three-minute statement, and transcripts of those statements will be included in a final report documenting the statewide campaign designed to develop an inventory of needs which public television can most uniquely meet.

POTTSVILLE, PA.

JAN 29 1974

Republican (e)

Circ. 29,451

Public TV Polls Viewers

HARRISBURG (AP) — The Pennsylvania public television network is launching a campaign to determine what viewers want of it, a spokesman said.

Public hearings will be held

TITUSVILLE, PA.

FEB 11 1974

Herald (m)

Circ. 5,807

WOLN TV Hearings Scheduled

WOLN TV, Channel 54, Erie, announced two days of public hearings to be held at the station as part of a public ascertainment project.

QUAKERTOWN, PA.

The Free Press FEB 21 1974 (e)

Viewers get voice on TV shows

NEW YORK (AP) — A poll is being taken by the Pennsylvania Public Television Network to let viewers say what kinds of programs they want to see on public TV.

The Pennsylvania survey is the first of its kind in the nation, says the Public Broadcasting Service, which says it is both encouraging the study and suggesting the same approach be tried in other states.

Network officials say about 90,000 questionnaires are being mailed to Pennsylvania's public TV subscribers in the seven areas served by the seven stations that comprise PPTN.

In addition, the network is seeking the general public's opinion by buying space for the questionnaires in those areas' newspapers and in Pennsylvania issues of TV Guide magazine, officials say.

They say the survey basically seeks to determine the kinds of state or local programs viewers think PPTN should carry in coming years when and if its now-limited statewide programming increases.

But they say the survey also hopes to give program executives at each station a better idea of what viewers in each area want in both local and national public TV programming.

"The way we've phrased the questionnaire is to ask viewers which programs do they feel 'are the most important,'" said David Leonard, general manager of PPTN.

He said the questionnaire doesn't specify by name any local or national shows, but instead lists 19 general categories ranging from sports to drama to coverage of the state legislature.

The poll, Leonard added, is part of a three-step public TV study that includes both public hearings by the seven PPTN stations and detailed interviews by them of community leaders in their areas. "Looking at what data we have so far, my guess is we'll go to about 10, 15, maybe 20 general categories of need people have pointed out to us," he said.

"For instance, we feel there's a strong need expressed for more coverage of what goes on in the (Pennsylvania) General Assembly, more information about what bills are being considered and what the issues are. That sort of thing."

Leonard, who said he expects the project to be finished by late March, said it'll include the estimated cost of producing those programs most desired by the viewing public and community leaders.

A final report, to be made public, then will be sent Pennsylvania's governor and the state legislature "and hopefully through that process encourage more financial support and all the other kinds of support needed to get these kinds of programs on the network," he said.

FEB. 11 / FEB. 17 / 1974

WQLN PROGRAMMER

GOT A QUESTION???

GOT A QUESTION???

WQLN, in conjunction with the Pennsylvania Public Television Network (PPTN), announces two days of public hearings to be held at the station as part of a PUBLIC ASCERTAINMENT PROJECT. PPTN is now five years old and the time has arrived for a re-evaluation of the responsibilities of PPTN and its member stations to the citizens of the Commonwealth. We need to know what YOU want public television to be doing.

The public hearings will be conducted on Friday and Saturday, February 15 and 16, by a panel composed of David Leonard, PPTN General Manager; Robert Chitester, WQLN General Manager; Barney B. Radov, President of the WQLN Board of Directors; Joseph D. Hughes of Pittsburgh, a member of the Executive Committee of the Pennsylvania Public Television Network Commission (PPTNC); and Edward P. Junker, Chairman of the Finance and Equipment Committee of PPTNC.

YOU are invited to appear before the panel on Saturday, February 16 to express YOUR views on what WQLN and PPTN should be doing to respond to community problems and needs. Hearing hours will be from 9:30 a.m. until 4:00 p.m.

Here's YOUR big chance. This is serious stuff. All data gathered by the hearings will be sent to PPTN headquarters in Hershey for inclusion in a report to be filed with the Governor and members of the state legislature. YOUR opinions do count!

GOT A GRIPE???

What Do Viewers Want On Public TV?

Pennsylvania Public Television Network is launching a statewide survey to determine what Pennsylvanians want on the commission are Maurice

3-Hour Public Hearing On TV Set Today at 44

What do viewers want to see on public television Channel 44? These program questions and other facets of public TV, including funding and the role in

ness and industry leader educators, housewives and youngsters.

Among those who will give testimony at the public hearing

NETTET, PA. 10 1974

s Dispatch (e)
c. 13,377

Public TV Wants Know What Public Wants

RSHEY, Pa. (UPI) — Public television will go to the people to find out what kind of programs they want to watch during the 1970's, according to the Pennsylvania Public Television Network (PPTN) officials.

DR. O. Hershey, chair-

PHILADELPHIA, PA.

JAN 29 1974
Bulletin (e) 609,955
Bulletin (S) 670,299

State Survey Begins For Public TV

WHYY-TV, Channel 12 in Philadelphia, is one of seven Pennsylvania noncommercial television stations taking part in a statewide survey to help determine what public television will be airing in the future.

The survey is being conducted for the Pennsylvania Public Television Network by the state's Public Television Commission. A questionnaire lists

PHILADELPHIA, PA.

JAN 28 1974
Daily News (e)
Circ. 249,864

Public TV: Your Opinion?

Pennsylvania public television wants to know what you think it should be doing in the Commonwealth.

The Pennsylvania Public Television Network, comprised of seven stations around the state, including Channel 12 here, will conduct state-wide personal interviews followed by televised hearings to find out what the public wants from public broadcasting stations.

ERIE, PA.

JAN 25 1974
Morning News 21,644
Daily Times (e) 50,057
Times-News (S) 90,256

FOR FUTURE OF PUBLIC TV

Viewers Asked Wishes

The seven-member Pennsylvania Public Television Network (PPTN), which includes WOLN, today began asking Pennsylvanians what they want in public television.

Dave Leonard, PPTN general manager, said, "Public television means different things to

Announcing the opinion survey, Dr. Hershey today said, "Public television has spent nearly 20 years building the total public television system, setting up the hardware and organization necessary for its success."

"The time has come to use this system to its full

they want and need on public television stations throughout the state."

AVEN, PA.

JAN 28 1974
s (e)
12,333

vision net
am study

RG (AP) — The public television network is launching a campaign to find out what viewers want, Dr. Hershey said Friday. Hearings will be held at member stations and interviews will be conducted with legislators, unionists and other

READING, PA.

FEB 9 1974

Times (m) 40,243

Eagle (e) 47,795

33 CED Public TV not lacks capital 'coverage'

The Pennsylvania Public Television Network (PPTN) currently is busy with a massive statewide campaign to determine what Pennsylvanians want public television to do in the commonwealth.

Hearings will be held, officials consulted, etc. You know the drill. Anyway, when we asked ourselves what we felt was most lacking on public TV in the state, we found ourselves at something of a double paradox, or maybe just a double frustration, or possibly a double non sequitur.

**Gary
Trollinger**

*Eagle
Staff
Writer*



Semantics aside, our view is that capital coverage is probably the weakest suit of not only public TV, but commercial TV and to some extent daily newspapers. Considering the sizable affect of actions by the legislature and various agencies on life in the state, the ratio of coverage and analysis is fantastically low. Too often for some commercial TV stations, "coverage" simply means sticking a microphone in front of a department official and letting him do some quick self-serving.

No Harrisburg facility

The difficulties for public TV are twofold. First, there is no public TV facility in Harrisburg. There is one in Hershey. There also seems a prohibition of filming live sessions of the legislature, just as there evidently is a similar ban in the U.S. House and Senate.

One suspects that the solons feel cameras would inflict a circus atmosphere, but it is also probably true that certain legislators would not be able to log their usual snooze time if cameras were present.

Second, public TV, being reliant on governmental funding, has found itself in the worst political and philosophical fights when it gets itself into reporting on politics and government. The nationwide Public Broadcasting Service at least has had the option of falling back into productions for cultural and other special interest audiences, though the best "class" productions consistently have come from the BBC.

Pennsylvania stations, most notably WITF in Hershey, have produced quality documentaries, but these usually find their way onto the nationwide PBS network (in fact, they're usually expressly contracted for through PBS).

So inviting PPTN to do political coverages is sort of like inviting them to tiptoe through a minefield for no good reason. Debates on social and public problems on a statewide basis is another possibility. But simply carrying speeches by government officials would only serve to turn PPTN into a propaganda arm of state government.

Shortage of money

The difficulty is that coverage and analysis costs money, both in hardware and humans. And money in public television is about as easy to come by as it is in the arts. If the theater is the fabulous invalid, then public television has sort of got to be the fantastic infant.

PPTN is responsible for networking within Pennsylvania, financial support to seven stations and grants for programming on the state network. The seven stations are W H Y Y, Philadelphia; WITF Hershey; WLVT, Allentown-Bethlehem; WQED, Pittsburgh; WQLN, Erie; WPSX, State College, and WVIA, Scranton and Wilkes-Barre.

ERIE, PA. FEB 17 1974

Morning News 21,644
 Daily Times (e) 50,05
 Times-News (S) 90,256

Pctv More State Issues, Cultural Pctv II Programming Seen For Public TV

By DICK GARCIA
 TIMES Staff Writer

A top Pennsylvania Public Television Network (PPTN) official yesterday predicted changes in programming and format during the next two years that will bring area residents closer to state government issues and cultural expression.

The predictions came from PPTN Executive Director David Leonard, in Erie Friday and Saturday for the fourth round in a statewide series of public hearings on public television program content.

Leonard and WQLN-TV General Manager Robert Cnister said the hearings

accomplished their goal: giving the TV executives a new sense of direction in development of programs more responsive to community issues.

"We don't have all the data pulled together yet and we don't know what it's really going to tell us," Leonard said, "but the hearings have shown a number of particular interests that are not now serviced." Chief among those, Leonard said, are health information and reports on state government activities.

"There is in Northwestern Pennsylvania a sense of isolation from the rest of the state, especially in what's going on in state government," Leonard said.

He predicted stronger moves by PPTN to develop analytical programs reporting on crucial legislation, a pro-con of their need and impact on state residents.

Three other hearings have been held so far, Leonard said. They were in Pittsburgh, Harrisburg and Allentown. The Erie hearing was the fourth scheduled in the seven-station network belt.

Another chief concern, Leonard pointed out, is that many persons felt a need for development of musical and cultural programs for young people and adults. "The idea expressed is that there should be just more programs of a cultural nature."

ntic New--
 rvices, Inc.
 17 N. Front St.,
 rburgh, Pa. 17110
 LEHEM, PA.
 FEB 29 1974
 be-Times (e)
 rc. 34,162

Community Leader Views On Public

Twenty civic and community leaders aired their views on how public television could be improved in the Lehigh Valley at a hearing taped yesterday at WLVT-TV.

Most witnesses, ranging from mayors to clergymen, geared comments to the needs of their own organization. But many urged increased live coverage of political and cultural events, more coverage of state and county affairs and suggested specific programs. All praised WLVT-TV's past service.

State Sen. Henry suggested an investigation to cover any political and present the public television Uncovering misgovernment and its effects on the community.

WVIA-TV Slates Viewers' Hearing

A public hearing to learn what viewers expect from public television will be conducted and broadcast from the studios of WVIA-TV Channel 44 Saturday afternoon, Feb. 23.

Participants will include the Pennsylvania Public Television Network and Pennsylvania Public Television Commission representatives.

According to 44 station manager George H. Strimel Jr., the public hearing at the Public Broadcasting Center in Pittsburgh is part of a massive statewide "Ascertainment Plan" by PPTN and Commission to learn what viewers want public television to do.

Channel 44 invites those parties interested in public television to attend the hearing. As another part of the ascertainment project, Channel 44 will publish questionnaires in the newspapers asking the public to answer a series of ques-

Editorial Comment**Voting For Area TV Choices**

Television viewers in Northeastern Pennsylvania are no different from their fellow viewers throughout the nation — they are quick to condemn the undesirable television fare offered to them, but how much would they do to change it?

This week they are being given an opportunity to put their views where their complaints are — and to take positive action to get the type of programs they desire most on the Pennsylvania Public Television Network. Local outlet for the network is WVIA-TV, Channel 44.

In ballots sent to the 90,000 subscribers who contribute \$15 or more annually to the public TV in the state — and in a similar ballot printed in this newspaper today, the PPTN is asking the viewer what television fare he wants. The results will determine, to a large extent, what the viewer gets on public television in the months ahead.

Some 20 categories are listed in the subscribers' ballot, and a similar number are in the advertisement in this issue of the newspaper. Viewers are asked to check which general categories such as popular music, dance, classical music, drama, etc; are "most important" to them.

The concept of having viewers vote on the programs they want rather than giving them what the program directors think they want, has directed national attention to the Pennsylvania TV experiment. Jay Sharbutt, the Associated Press television writer, in describing the ballot experiment has noted that "it is the first of its kind in the nation says the Public Broadcasting Service, which says that it is both encouraging the study and suggesting the same approach be tried in other states."

The superb programing that has put public television far beyond the level of the commercial networks' offerings has risen rapidly to the plateau of promise the non-commercial system outlined at its outset. PPTN and WVIA-TV have shared in that welcome attainment.

influence the vote — the presentation again of programs spotlighting Harrisburg and the lawmaking process. For several years, PPTN beamed around the state a weekly program in which newsmen from all sections of Pennsylvania put members and leaders of the legislature, cabinet members and others under close questioning on Commonwealth matters. The return of that program would be a welcome illumination of what's going on in our capital.

Many other programs come in mind — Masterpiece Theatre, The Boston Pops, Cinema 44, Firing Line, Dialogue, Between the Lines, Sesame Street, the departed American Dream Machine, the gavel-to-gavel Watergate hearings, such similar presentations as may develop, and a whole host of possibilities.

All elections are important, and the failure to participate should deprive the apathetic of their right to complain ever after. Don't be apathetic in this balloting — if you do participate, and if a large number of others do likewise, there can be but one victor — the television audience in Northeastern Pennsylvania.

WLVT Praised at Hearing

Allentown Call-Chronicle

Public TV's Role Mulled

By LEONARD RIGHI
of The Morning Call Staff

Twenty-two civic leaders offered praise on WLVT-TV Channel 39 yesterday, while listening to a panel of local and public broadcasting officials discuss future directions public programming should take.

The community leaders during three hours of testimony in Bethlehem called for an increase in the number of political, religious, educational, and community-service programs broadcast on Channel 39.

The hearing, taped in the WLVT-TV studios in Bethlehem, will be aired 3-6 p.m. March 10 on Channel 39, when viewers can phone in their opinions.

Similar hearings are being conducted by all seven of the area's public broadcasting stations.

The testimony will be combined to determine the needs and demands of public television on the local and state levels, and to better use existing facilities and seek new ways to develop programs to meet citizens' needs.

State Sen. Henry Messinger said the panel on public television should inform people how unscrupulous persons can manipulate the system.

He said when scandals occur in government, public television reporters "should dig into the matter and air what's going on. It could help dispel some of the public mistrust about government and public officials."

Partisanship should be avoided, he cautioned, but added, "wrongdoing is wrongdoing no matter if it's done by Democrats or Republicans."

Bethlehem Mayor Gordon Mowrer and Allentown Mayor Joseph Daddona proposed similar ideas and both wished to make public officials "more available" through television programs, and both favored more "on-the-spot" reporting.

The idea of a simulcast broadcast featuring the mayors of similar-size cities throughout the state also drew favorable responses from both men.

Mrs. June Cottrell of the Allentown League of Women Voters said that telecast sessions of Congress "could counter the immense advantage the President has when he commandeers TV time."

Mrs. Donna Reemsnyder of the Bethlehem-Lower Saucon League of Women Voters said television could periodically review bills before the state Legislature and thus familiarize the public with the workings of that body.

Plans for program concerning land-use policy, solid waste disposal, mass transit proposals, and county government were offered by Mrs. Barbara Bauer, of the Easton League of Women Voters.

State Rep. Kurt D. Zwiak suggested that programs identify and explain the scope of laws that may change the lifestyle of state residents.

"A good healthy debate has a lot to recommend it," he said.

Dr. Edwin Frey, executive director of the Bethlehem Council of Churches, would like to see more attention paid "to issues affecting one's faith. The whole of man needs to be considered, not just the physical and the intellectual."

The Rev. Msgr. V. E. LeWellis, director of public information for the Diocese of Allentown, criticized the television station's "common denominator approach to religious programming."

Because of the station's position, he charged that his views "have to be emasculated before they are broadcast or while being broadcast, emasculated to the point they instruct no one, edify no one, inspire no one, and change no one."

Dr. Glenn Christensen, a panel member who is also a WLVT-TV board member and a professor at Lehigh University, said, "perhaps neutrality has been carried too far."

William Gledhill, director of educational media at Northampton County Area Community College (NCACC), stated:

"There are many local cultural and historical programs begging to be produced."

The president and executive director of the Bethlehem United Fund, Reese Jones and Peter Guidon, respectively, said public television helps tell people what services are available.

Francis Cosgrove, executive director of the Lehigh Valley Community Council, called for "more action-type programs" depicting the plight of the poverty-stricken. Those sentiments were echoed by Jack P. Houli-

han, executive director of the Lehigh County United Fund.

Conrad Raker, administrator of the Good Shepherd Home in Allentown, suggested programs for shut-ins, and stories for the handicapped concerning daily living routines.

"We are concerned with the rehabilitation of a human being — the inner spirit as well as vocational preparation," he said.

Dr. John P. Daniels, a chiropractor and a member of the Easton School Board, indicated he favored programs explaining what chiropractic is all about.

Samuel Fisher, of the National Citizens Committee to Find a Cure for Cancer, now based in Philadelphia, called for a minimum of eight hours of programming a month on the subject of cancer diagnosis.

The panel included state Sen. Jeanette Reibman, Dr. Glenn Christensen, professor of education at Lehigh University; Dr. Ronald Huber, director of the Colonial Northampton Intermedicate Unit; Dr. William Bartholomew, director of the Lehigh-Carbon Intermediate Unit. Drs. Christensen, Huber and Bartholomew are Channel 39 board members.

Also Philip Berman, WLVT-TV board president and chairman of the Pennsylvania Public TV Network Commission; David Leonard, general manager for the

commission, and Sheldon P. Siegel, WLVT-TV executive vice president and general manager.

The hearing will be broadcast March 10 from 3 to 6 p.m.

Diversity, Accessibility Lauded

Community Leaders Commend WVIA During Course of Public TV Hearing

Public television in Northeastern Pennsylvania gained much favorable comment yesterday when approximately 20 community leaders gave testimony during a live televised hearing at the Public Broadcasting Center, Pittston.

Most of those who spoke out at the public forum before a panel of five public TV officials and two ranking legislators lauded

WVIA Channel 44 for its program diversity, public accessibility to the 44 cameras, and remarkable growth in other areas such as classroom services and facilities.

While commending the overall daily approach to public television taken by Channel 44, a few speakers called upon the station to work more diligently to gain the total TV audience.

Several others, who testified asked legislators to avoid partisanship when funding the stations and state public TV network.

During the more than three hours of testimony, the speakers called for further programming of local shows, particularly on timely local topics involving elected officials. Increases were also asked in the number of cultural programs and coverage of public meetings.

The testimony was given before a panel consisting of J. Muir Crosby, Kingston, 44's chairman of the board; Eugene Dougherty, Hazleton, 44's representative on the Pennsylvania Public TV Commission; David Leonard, general manager of the Pennsylvania Public TV Network; John Gibson III, Scranton, 44's board president; State Sen. Franklin L. Kury, D-Sunbury, and Rep. Frank J. O'Connell, R-Kingston. George H. Strimel Jr., 44's station manager, was moderator.

While the hearing was in progress, the station received nearly 100 calls from viewers asking questions and making suggestions about the role of public TV.

Speakers from the Wilkes-Barre area included Dr. Robert Berman, Wilkes-Barre orthodontist, who lauded the station programs for both children and

family and health care shows. He also praised the station's cameras of elected public officials. He urged that Channel 44 stay clear of religious shows because they usually become quote controversial.

Joan Costello, librarian at the Osterhout Free Library of Wilkes-Barre, termed 44 programming very balanced from local to national shows. She called for legislative fiscal support on a less partisanship basis.

John Grey, a fourth grade student in Avoca, urged more shows for children and increases in shows seen on instructional TV.

Rabbi Arnold Shevlin, Kingston, said the station has made great contributions to the cultural life of the area. He said public TV should supplement programs not produced by the commercial TV stations. He also for young people.

Richard Ross, president-elect of the Wilkes-Barre Chamber of Commerce, advised public TV not to become the servant of any "master." He urged a broad funding base from individual viewers and local business and industry.

Ann Dahne, Kingston, representing the League of Women Voters, called upon 44 to produce a series of shows on home rule and other informational programs from Harrisburg.

Rev. Richard Bevan, Wilkes-Barre, called for more dialogue between public TV and commercial TV stations. He also for young people.

APPENDIX I C

C. COMMUNITY LEADERS INTERVIEWED

SUMMARY OF RESPONSES - MOST NEEDED PROGRAMS

SUMMARY OF RESPONSES - NEEDS AND CONCERNS

Pennsylvania Public Television Network

Freedoms Foundation at Valley Forge, Valley Forge,
Harold K. Johnson, General, U.S.A., (Ret.), President.

Girl Scouts of the U.S.A., Region II, Washington, D.C.
Mary M. Burch, Director.

Indian Rights Association, Philadelphia, Pennsylvania,
Theodore B. Hetzel, General Secretary.

League of Women Voters of Pennsylvania, Philadelphia,
Roberta Scott Ehrenberg, President.

Pennsylvania AAA Federation, Harrisburg
David E. Sill, General Manager.

Pennsylvania Bar Association, Harrisburg,
Frederick H. Bolton, Executive Director.

Pennsylvania Catholic Conference, Harrisburg
Ralph A. Klinefetter, Ph.D., Information Officer.

Pennsylvania Association of Colleges and Universities, Harrisburg
James A. Ream, Executive Director.

Pennsylvania Council of Churches, Harrisburg
Paul D. Gehrig, Executive Director Assistant for Social Ministries.

Pennsylvania Economy League, Inc., Harrisburg
Emery P. Sedlak, Director.

Pennsylvania State Education Association, Harrisburg,
Robert E. Phelps, Executive Director.

Pennsylvania Manufacturer's Association, Philadelphia
William H. Danneberg, Director, Communications.

Pennsylvania Medical Society, Lemoyne,
Robert L. Lamb, Director of Communications.

Pennsylvania Congress of Parents and Teachers, Harrisburg
Mrs. Lloyd L. Bennett, President.

Pennsylvania Division, American Association of University Women, Erie
Marian Haller, President.

Pennsylvania Federation of Women's Clubs,
Mrs. Bernard R. Laut, President - Elect.

Pennsylvania Department of Agriculture, Harrisburg
Honorable James A. McHale, Secretary.

The Auditor General, Commonwealth of Pennsylvania, Harrisburg
Honorable Robert P. Casey.

Department of Community Affairs, Harrisburg,
Honorable William H. Wilcox, Secretary.

Department of Health, Harrisburg,
J. Finton Speller, M.D., Secretary.

Department of Labor and Industry, Harrisburg,
James Eady, Public Relations Director.

WQED-TV, Pittsburgh

Antal, Louis, President, United Mine Workers of America.

Bowden, Mr. A. Bruce

Brunner, John L., Democratic Representative, 46th District, parts of Beaver and Washington Counties.

Cessar, Richard J., State Representative, Republican.

Charles, Mrs. Robert, President, Concerned Taxpayers of Allegheny County.

Clarke, James, Judge.

Cosetti, Joseph L., Treasurer, Peter Flaherty Administration.

Davenport, Ronald, Dean, Duquesne University School of Law.

De Medio, A.J., State Representative, 49th District.

Dickey, Robert, III.

Dixon, Daniel B., President, Allegheny County Bar Association.

Duffield, William E., Democratic Senator, 32nd District, parts of Fayette, Somerset and Westmoreland.

Ewing, Wayne S., Rep. Senator 37th District, part of Allegheny County.

Fleming, Robert D., Rep. Senator, 40th District, part of Allegheny.

Foerster, The Honorable Thomas, County Commissioner.

Fondly, Albert, Pittsburgh Federation of Teachers.

Fox, Donald W., State Representative, 10th District.

Frankenburg, Richard J., Representative, 34th District, Allegheny County.

Geisler, Robert A., Dem. Representative, 27th District Allegheny County.

Hirt, Dr. John, President, Allegheny Community College.

Itkin, Ivan.

Jacobs, Rabbi Walter, Rodif Shalom.

Jeter, Mrs. Frankie, Executive Director, Welfare, Rights Associations of Allegheny County.

Kelly, James B., Representative, 28th District Allegheny County.

Kennedy, H. Francis, Representative, 12th District, part of Beaver and Butler Counties.

Kerr, Thomas, President, Pennsylvania Chapter of the American Civil Liberties Union.

Kurtzman, Dr. David.

Lamb, Thomas F., Demo. Senator, 42nd District part of Allegheny.

Lincoln, J. William, Dem. Representative, 52nd District Fayette County.

Mackay, Mrs. Allison, Chairwoman of Allegheny County Council, League of Women Voters.

Malady, Regis R., State Representative, 39th District.

Martin, Anthony A., Director, Carnegie Library.

Maysels, Mrs. Samuel, President, Pittsburgh Conference of Jewish Women's Organizations.

Mazzei, Frank, State Senator, 43rd District.

Miller, Donald A., Art Critic, Pittsburgh Post-Gazette.

WQED-TV, Pittsburgh

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Nolan, Senator Thomas M.

Novak, Representative Bernard R., Dem.

Oyer, Dr. Harold, Executive Director, Allegheny Intermediate Unit, #2 Center.

Parker, H. Sheldon, Representative 42nd District.

Parr, Forrest, President, Business and Job Development Corp.,
Board Member of WQED.

Purser, Mr. John, Jones and Laughlin Steel Corporation,
Public Relations.

Puryear, Boyd, Vibrations II, Committee for Penal Reform.

Rhodes, Joseph, Jr., Dem. Representative, 24th District,
Allegheny County.

Rive, Rev. Msgr. Charles O.

Romanelli, James A., 22nd District, Allegheny County.

Rosen, Seymour, Managing Director, Pittsburgh Symphony Society.

Ruch, John S., President, Alliance for Consumer Protection.

Scalon, Eugene F., Dem. Representative, 17th District Allegheny County.

Scully, Sister Jane, President, Carlow College.

Sims, Walter, Director, Selma Burke Arts Center.

Taddonio, Lee C., Representative 25th District.

Thornburg, Richard, U.S. Attorney.

Trusio, Pat C., Dem. Representative, 51st District, Fayette County.

Valicenti, Mr. Joe.

Van Trump, James D., Pittsubrgh Historical Landmarks Foundation,
Director of Research.

Whitman, Dr. Marina, Professor of Economics, Pittsburgh Univeristy.

Wilt, Roy W., State Representative, 8th District.

Zord, Joseph Y., House of Representatives.

Total - 59

WVIA-TV, Scranton/Wilkes-Barre

Berman, Robert, Dr., Orthodontist, Wilkes-Barre

Beyer, Budd L., Secretary-Treasurer, Sunshine Laundry, Inc., Bloomsburg

Clarke, P. J., Chief Clerk. Luzerne County Commissioners

Conaboy, Richard, Judge, Scranton

Costello, Joan, Director, Osterhout Library, Wilkes-Barre

Dahne, Ann, League of Women's Voters, Kingston

Deis, Howard, Greater Hazleton Chamber of Commerce - President

Diehm, Vic, Sr., Chairman of the Board, Hazleton Broadcasting Co.

Edwards, Vivian P., Jr., N. E. Bank of Pennsylvania, Scranton

Fiorini, Jack, Teacher, Sullivan County High School; Chairman

Curriculum Committee, EETN

Foster, William, Hon., Penna. Representative, Monroe, Pike, Wayne Counties

Gray, John, 4th Grade Student, Grove Street School, Avoca

Grossman, Howard, Economical Development Council of N. E. Penna.

Hanley, Rev. Dexter L., S. J., President, University of Scranton

Himmelwright, Eleanor, Mrs., Luzerne County Senior Citizens Center, Pittston

Kury, Franklin, Penna. Senator, Sunbury

Marsiliano, Judy, Student, Technical High School, Scranton

Peters, Eugene J., Mayor of Scranton

Rosenn, Max, Judge of U. S. Court of Appeals, Wilkes-Barre

Ross, Richard, President-elect, Wilkes-Barre Chamber of Commerce;

President, First National Bank of Eastern Pennsylvania

Rotary Club, Pittston

Serfoss, S., Kiwanis Club, Pittston

Shevlin, Arnold, Rabbi, Temple B'nai B'rith, Kingston

Smith, Edward, Pennsylvania Education Association, Olyphant

Sutton, John, Superintendent, Wayne Highlands Schools

Vipond, Jonathan, Penna. Representative, Waverly

Walsh, Thomas, Penna. Representative, Lackawanna County

Wargo, Joseph G., Penna. Representative, Lackawanna County

Weiss, Sally, Channel 44 Volunteer, Honesdale

Werner, Patricia, Mrs., Luzerne County Senior Citizens Center, Pittston

Wise, Robert J., President, Keypoint Corp., Berwick

Kaplan, Edward, Director, Jewish Memorial Center, Altoona
Kaplan, George, Mrs., J. V. Brown Library, Williamsport
Kieser, William S., Assistant District Attorney of Lycoming County,
Williamsport
King, Thomas, Dr., Associate Dean for Agriculture, Penna. State
University, University Park
Kosik, Jean, Mrs., American Association of University Women, DuBois
Kurtz, Paul, President, AEBC, Bellwood
Kusse, Robert, Hon., Penna. Representative, Warren County

Laird, Marshall, Executive Director, West Branch Manuf. Assoc.,
Williamsport
Leathers, John, Dr., Director, Altoona Campus, PSU, Altoona
Lee, Asbury W. III, President, Clearfield Bank & Trust Co., Clearfield
Letterman, Russell, Hon., Penna. Representative, Centre County

Mayer, Carl E, Jr., General Manager, Chamber of Commerce, Altoona
Mc Clure, Winfield, Co-Director, United Fund, DuBois
McDermott, Steve, High School Senior; Officer of Student Council,
State College
Morse, Dick, Executive Director, Chamber of Commerce, DuBois

Norris, Wilfred G., Provost, Juniata College, Huntingdon

Panasiti, Richard S., Manager, The Villa, Tyrone

Reed, M. Jane, Mrs., American Business Women's Assn., Williamsport
Renwick, William, Hon., Penna. Representative, Elk County
Russell, Peter, ITV Director, Mifflin County School District, Lewistown

Shane, William, Hon., Penna. Representative, Indiana County
Simpkins, Elwood, Executive Director, Goodwill Industries; Co-Director,
United Fund, DuBois
Spencer, Warren, Hon., Penna. Representative, Tioga County
Stapleton, Patrick, Hon., Penna. Senate, Indiana County
Swavely, Richard, Assistant Director of Continuing Education, Penna.
State University, University Park
Swetz, Gene, Greater Johnstown Committee, Johnstown

Thomas, Clifford, Editor, Williamsport Sun Gazette, Williamsport

Ulerich, William, Clearfield Progress, Clearfield

WPSX-TV, University Park

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Ward, William, President, Ward Trucking Company, Altoona

Waxman, McClive, Administrator, Williamsport Hospital, Williamsport

Westerberg, Victor, Hon., Penna. Representative, McKean County

Wilson, Robert L, President, Central Penna. Broadcasting Co., Lewistown

Yahner, Paul, Hon., Penna. Representative, Cambria County

Zimmerman, Jesselyn P., Westmont-Hilltop School District Board,
Johnstown

Total - 60

WQLN-TV, Erie

Anderson, Herbert, Executive Director, United Way, Erie.
 Antoun, Sister Lawreace, President, Villa Maria College, Erie.
 Arbuckle, William, Rotary Club President, Erie.
 Arnold, Paul, President, Erie Philharmonic Society, Erie.

Babcock, N.N., Treasurer of Talon Co., Meadville.
 Bailey, Ross, General Manager, Associated Spring, Corry.
 Barnet, Rev. Dr. Vern, Unitarian Minister, Meadville.
 Barney, Charles, Executive Director of Erie Chamber of Commerce, Erie.
 Bernstein, Dr., Community Chest President, Titusville.
 Booth, Lieutenant Walter, Salvation Army, Erie.
 Bovard, R. F., Manager of PPG Industries, Meadville.
 Bricker, Joseph R., Millcreek Township Supervisor, Erie.
 Bruno, Pat, Labor Leader, Erie.
 Brugger, Leo, Jr., President of Erie Lions Club, Erie.
 Brown, Allyn S., Owner and Publisher of Brown-Thompson Newspapers,
 Union City.
 Buckan, Robert, Principala of Titusville Junior High School.

Caldwell, Eldon L., Vice President of Manufacturing, Talon Co., Meadville.
 Carlson, Dennis, President, Erie JC's, Erie.
 Casillo, Paul, Meadville Management Association, Meadville.
 Cooper, Fr. Cyril, Pastor, St. Thomas Church, Corry.
 Crawford, Dr. Arthur, Methodist Minister, Meadville.

Daisley, William, Physical Director, YMCA, Erie.
 Davis, Bishop Donald, Episcopal Diocese of Erie.
 DeMaison, Adelaide, former Curriculum Director for Meadville School System
 Dewey, George, Personnel Manager, FMC Corp., Meadville.
 DiCarlo, David, Pennsylvania State Assemblyman, Erie.
 Dwyer, Judge James, Erie.
 Dyer, Mrs. William, President, Welcome Wagon Club, Erie.

Edwards, Allen, Treasurer of Allegheny College, Meadville.
 Edwards, Harry, Co-Chairman of Concerned Parents and Taxpayers, Erie.
 English, Attorney John, Erie.

Gates, Elmer, Manager of Manufacturing, General Electric Company, Erie.
 Gemelli, Sam, Police Chief, Erie.
 Good, Ted, Exploring Executive, Erie.
 Grean, Lawrence K., Manager of Public Affairs, General Electric Co., Erie.
 Greathouse, Nellie, Head Librarian, Meadville Public Library.
 Greiner, Samuel, President, Cooper-Pennjax Corp, Corry.
 Greiner, Mrs. Samuel, Corry.
 Gross, William J., President, Erie Education Association, Erie.

WQLN-TV, Erie

Page Two

Harf, Walter, Gartner-Harf Meat Packers, Erie.

Heaton, George R. , President, Union Bank, Erie.

Heeschen, Carl F. , Chairman of Art Dept., Allegheny College, Meadville.

Hill, William, Erie County Commissioner.

Irvine, Rev. Gordon, Christian Associates of Metropolitan Erie (CAME), Erie.

Joseph, Robert, President, Millcreek Lions Club, Erie.

Kennedy, Mrs. Mary Beth, Founder and Principal, Erie Community
Country Day School, Erie.

Killinger, Charles, Senior Citizen Advocate, Erie.

Kittrell, John, Retired, Meadville.

Klingener, J. C.

Lang, Mrs. Robert, President, JC Wives, Erie.

Larson, Mrs. Madge, Director, Meadville Housing Authority, Meadville.

LaScola, Linda, President, Business and Professional Women's Association,
Meadville.

Layng, Frank, Retired industrialist, Meadville.

Leemhuis, John, Communications Committee Chairman for Erie County Bar
Association.

Levin, Mace, Owner, Mace Electronics, Erie.

Levinson, Welden, Meadville.

Lindstrom, Dr. Macklyn, Director of Erie County Council of Churches.

Littman, Rabbi Louis, Erie.

Lupo, Al, Commissioner, Little Gridders Football, Erie.

Lucas, Kenneth, Chairman, Crawford County Board of Assistance and active
NAACP member, Meadville.

Margaret, Sister Mary, Administrator of St. Vincent Hospital, Erie.

Marsh, Earl, Northwest Pennsylvania Bank and Trust, Meadville.

Martin, Rev. Paul, Director, Opportunities Industrialization Center, Erie.

Martin, Mrs. William, President of the Service League, Titusville.

Mattocks, Guy, President of Fraternal Order of Police, Erie.

Mercier, Dr. H. , President, Sertoma Club, Erie.

Messenger, Melvin, School Board President, Corry.

McBrier, Mrs. James R. , Erie.

McLaren, Mrs. Harold, President, Medical Auxiliary, Erie.

McLaughlin, Russell, Director, Erie Museum, Erie.

Miller, Mrs. Roy, Director of the YWCA, Titusville.

Nash, Monsignor Wilfred J. , President of Gannon College, Erie.

Nichols, Kenneth, Police Chief, Corry.

Nichols, Sumner, President of Security Peoples Bank, Erie.

Novello, James, Novello Realty, Erie.

Orlando, Quentin, Dr., State Senator, Erie

Pfadt, William, Judge, Erie

Pulakos, Gus, Owner, Pulakos Candy, Erie

Pundt, Brenda, Mrs., Co-Chairman of Concerned Parents and Taxpayers, Erie

Rewers, John, President, Erie City School Board

Rhinesmith, Herbert, Professor at Allegheny College, Meadville

Rhodes, Robert, Professor of Political Science, Edinboro State College, Edinboro

Ross, Mrs. Julian L., Meadville

Salsbury, Gerald, Millcreek Township Supervisor, Erie

Sandel, John, Dr., Superintendent, Millcreek School System, Erie

Saunders, Betty, Mrs., Director of Human Relations Commission, Erie

Scannell, Daniel, Corry Area Education Association President

Schell, Alan, Executive Director, YMCA, Corry

Schmelzer, Alice, President of Business and Professional Women's Assn., Erie

Sherman, Robert, Assistant to the President, Allegheny College, Meadville

Siegel, John A., Managing Editor, Meadville Tribune

Smith, B. J., Director of Crawford County Motor Club, Meadville

Smith, Bruce, McInnis Steel Corp., Corry

Smith, Jonathan, President, Sunbeam Corp., Meadville

Smith, M. O., Erie

Smith, William, Rev., First Presbyterian Church, Meadville

Starr, John, President of Millcreek Kiwanis Club, Erie

Stewart, Anne, Meadville Tribune Staff Writer, Meadville

Strauss, Mrs. Albert, President, Erie Chapter, National Council of Jewish Women

Theuerkauf, Jane, Theuerkauf Realty, Erie

Thomas, Robert W., President, McCroskey Tool Corp., Meadville

Vicary, Mrs. Charles, Acting Director, Erie County Drug Council, Erie

Wargo, Michael, Director, Presque Isle State Park, Erie

Watson, Alfred, Bishop, Catholic Bishop, Erie

Werle, James E., Administrator, Meadville City Hospital

WLVT-TV, Allentown

Anchaitus, Victor, Pres., Lehigh and Northampton Transportation Authority Assn.

Berrier, John G., President Lehigh County Community College.
Buttimer, Jack, Executive Director, Community Action Committee of Lehigh Valley.

Chapman, Ardis, President LWV of Lower Saucon, Bethlehem.
Cottrell, Ms. June, President, Allentown League of Women Voters.

Cramer, Leland, Assistant Executive Director, Colonial-Northampton Intermediate Unit, Nazareth.

Daddona, Joseph S., Mayor, City of Allentown.
Daniels, Dr. John, President, Easton School Board.

Fisher, Joseph W., M.D., Secretary, Northampton County Medical Society.
Frey, Dr. Edwin H., Executive Director, Greater Bethlehem Area Council of Churches.

Gaertner, Johannes A., Professor of Art History, Department of Art and Music, Lafayette Collge, Easton.
Gregg, Richard N., Executive Director, Allentown Art Museum, Allentwon.

Hellerich, Mahlon, Executive Director, Lehigh Valley Independent Colleges.
Hoffman, Gilbert M., M.D., Bethlehem.
Houlihan, Jack P., Exec. Director, United Fund of Lehigh County, Allentown.

Kaiser, Michael, Lehigh-Northampton Joint Planning Commission, Executive Director.
Kowalyshyn, Russell, House of Representatives.

Lewellis, Rev. Msgr. Vincent E., Director of Information, Diocese of Allentwon.
Lewis, W. Deming, President, Lehigh University, Bethlehem.
Lutz, David, Media Coordinator, Easton Area School District.

Mahoney, Tom, House of Representatives.
Messinger, Henry, Pennsylvania State Senate.
Miller, Edward D., Executive Editor, Chronicle Newspapers, Allentown.
Mowrer, Gordon, Mayor of Bethlehem.

Piehl, Bob, President, Allentown Education Association.

Raker, Conrad W., D.D., Administrator, Good Shepherd Home.
Richardson, Dick, Jr., President, Northampton County Community Council.
Rugiero, Phillip, House of Representatives

Salazar, S.J., President Council of Spanish Speaking Organization
Seckinger, Raymond P., M.D., Bethlehem.

Seward, Harold A., Executive Director, L.V. Chapter, National
Safety Council.

Smith, Geraldine, President, Easton Area League of Women Voters

Southworth, George, Executive Vice President, Allentown -

Lehigh County Chamber of Commerce.

Spielman, Rabbi Bernard.

Stoops, John, Dean, School of Education, Lehigh University.

Stratton, Dr. Lawrence, President, Kutztown State College.

Warnecke, Rt. Rev. Frederick J., Bethlehem.

Weidner, Marvin D., House of Representatives.

Wick, Alice, Allentown Community Concerts Association.

Zeller, Joe, House of Representatives.

Zwikl, Rep. Kurt D., House of Representatives.

Total - 42

WITF-TV, Hershey

Ben-Ami, Rabbi David, West Shore Jewish Community.

Bernat, Robert, Executive Director, Pennsylvania Council on the Arts.

Breese, Mr. Elliott L., Plant Manager, Caterpillar Tractor Company
and Community Leader, York.

Brown, Constance M., Homemaker, Volunteer.

Cohl, Kohlman, Senior Citizen, Lobbyists for Retired Persons, Harrisburg.

Ehrgood, Mrs. Thomas, President Lebanon League of Women Voters.

Henry, Charles, III, Lawyer, Lebanon.

Krout, John, Mayor, City of York.

McAndrew, The Rev. David T., Director of Communications, Diocese of Harrisburg.

McIntyre, Todd, Reporter, Harrisburg Independent Press, Student.

Nelson, N.M., M.D., Associate Dean of Education, Hershey Medical Center.

Unknown Name, female, represents urban renewal interests, civic organizations,
has career and family.

Unknown Name, Housewife, mother of 4, active in school and civic affairs,
Lebanon.

Unknown Name, Board Member.

Unknown Name, YWCA Representative, Harrisburg.

Unknown Name, AAUW President, York.

Unknown Name, Director of Social Service Agency, York.

Unknown Name, Assistant Professor, Millersville State College.

Unknown Name, Editor, Pennsylvania Fireman, Lancaster.

Unknown Name, Executive Vice President, York Area Chamber of Commerce.

Unknown Name, Board Member.

Unknown Name, President of Local PSEA Association.

Unknown Name, Neurosurgeon, Hershey Medical Center.

Unknown Names, 18 college students, Community Affairs Class, Millersville
State College.

Weisberg, Joel, Director, Pennsylvania Bureau of Consumer Protection.

Total - 42

WHYY-TV, Philadelphia

Allen, Dr. Ethel D., Councilwoman, City of Philadelphia.

Belinger, Hon. Harry R., City Representative and Director of Commerce,
City of Philadelphia.

Bell, Clarence D., Pennsylvania State Senate.

Berkes, Milton, Pennsylvania House of Representatives.

Black, Mr. Creed, Editor, Philadelphia Inquirer.

Bowser, Mr. Charles, Urban Coalition.

Clark, Mr. Dennis, Associate Director, Samuel S. Fels Fund.

Comer, Harry R. J., Pennsylvania House of Representatives.

Connolly, Mr. Charles, District Manager, Pennsylvania State Employment
Service.

Coxe, Mr. Spencer, American Civil Liberties Union.

Crawford, Patricia A., Pennsylvania House of Representatives.

Dager, Charles H., Pennsylvania House of Representatives.

Dees, Dr. Bowen C., President, Franklin Institute.

Dinkin, Mr. Bernard, Education Director, Philadelphia Joint Board,
Amalgamated Clothing Workers of America.

Doms, Mr. Keith, Director, The Free Library of Philadelphia.

Duzy, Dr. Michael, Harcum Junior College.

Fay, Dr. Marian, President, American Association of University Women,
Philadelphia.

Fisher, Mrs. Jean, Director, Philadelphia Center for Older People.

Fleming, Wilmot E., Pennsylvania State Senate.

Gafni, Miriam, Esq., Citizens Committee on Public Education for
Philadelphia.

Gay, Mr. Eustace, President, Philadelphia Tribune.

Gerbner, Mr. George, Dean, Annenberg School of Communications, University
of Pennsylvania.

Granger, Mr. Shelton, Director, Health and Welfare Council.

Haas, Mr. John C., The Haas Community Fund.

Hankins, Freeman P., Pennsylvania State Senate.

Harriman, Ms. Fran, Director of Communications, Greater Philadelphia
Cultural Alliance.

Harwood, Mr. Kenneth, Dean, Temple School of Communications.

Healy, Mr. John, Philadelphia Orchestra Association.

Hill, Louis G., Pennsylvania State Senate.

Johnstone, Mr. Bruce, Assistant to the President, University of Pennsylvania

Jones, Mr. Frank N., Vice Dean, University of Pennsylvania Law School.

Klaus, William R., Chancellor, Philadelphia Bar Association.

Lineberger, Mr. James A., Executive Director, Greater Philadelphia Movement

WHYY-TV, Philadelphia

Page Two

Marvel, Dr. William, Director, Academy of Natural Sciences.
Moak, Mr. Lennox L., Director of Finance, City of Philadelphia.
Mullen, Martin P., Pennsylvania House of Representatives.

Neu, Mrs. Charles F., Philadelphia League of Women Voters.
Norman, Mr. Art, NAACP.

Packard, Mr. George, Executive Editor, Evening and Sunday Bulletin.
Putsch, Mr. Henry E., Executive Director, Greater Philadelphia Cultural Alliance.

Rafferty, Mr. Raymond R., Jr., First Pennsylvania Corporation.
Repplier, Mr. Sidney, Philadelphia Foundation.
Ross, Mr. William, Manager, Philadelphia Dress Joint Board, I.L.G.W.U.

Schulte, Rev. Msgr, Francis B., Superintendent of Schools, Archdiocese of Philadelphia.
Schweiker, Richard S., United States Senate.
Scirica, Anthony J., Pennsylvania House of Representatives.
Sherwood, Mr. Paul, Director of Students, Community College of Philadelphia.
Smith, Earl H., Pennsylvania House of Representatives.
Sullivan, Mr. Frank, Philadelphia Federation of Teachers.
Stedman, Mr. Derek, Headmaster, Montgomery Country Day School.
Strommen, Rev. Robert, Chairman, Philadelphia Area Consumer Organization.

Templeton, Dr. John Y., President, County Medical Society, Philadelphia.
Toohey, Mr. Edward F., President, AFL/CIO Philadelphia Council.
Trent, Mr. Earl W., Jr., Chairman of the LEgal Redress Committee, NAACP.
Turner, Dr. Evan, Director, Philadelphia Museum of Art.

Wachman, Dr. Marvin, President, Temple University.
Whittlesey, Mrs. Faith R., Pennsylvania House of Representatives.
Williams, Hardy, Pennsylvania House of Representatives.
Wright, James L., Jr., Pennsylvania House of Representatives.

Yohn, William H., Jr., Pennsylvania House of Representatives.

Total - 60

APPENDIX I

C. SUMMARY OF RESPONSES BY COMMUNITY LEADERS, PART B.

<u>LOCAL, in ranking order.</u>	<u>Percent of total responses</u>		
	<u>Essential</u>	<u>Important</u>	<u>Not Important</u>
Debates on public issues by knowledgeable advocates of various positions.	59%	29%	05%
Public meeting discussions of problems and issues, affording the general public a chance to question and debate with community leaders.	52%	26%	08%
Formal credit education working toward some form of certificate or diploma. High school equivalency or college level work.	30%	44%	17%
Appearances by candidates for public office prior to elections, and coverage of election results.	41%	31%	15%
Television coverage of public meetings, hearings, etc. -- school boards, legislative committees, Senate and House investigatory committees.	37%	32%	14%
Informal adult education for avocational or recreational enhancement.	25%	43%	13%
Programs about the visual arts -- painting, sculpture, photography.	27%	40%	13%
Serious dramatic performances -- plays and movies, for example.	29%	38%	14%
Response from the 'opposition party' to speeches made by public officials.	31%	33%	17%
Speeches by elected and appointed governmental officials -- mayors, county commissioners, the governor, the president, etc.	30%	34%	19%
Programs dealing with problems and needs of minority groups -- blacks, spanish-speaking, women, etc.	35%	28%	11%

(Cont'

Summary of Responses by Community Leaders, Part B (Cont'd)

<u>LOCAL, in ranking order.</u> (Cont'd)	Percent of total responses		
	<u>Essential</u>	<u>Important</u>	<u>Not Important</u>
Music performance programs by orchestras, chamber groups, and other 'classical' music organizations.	24%	39%	13%
Handicrafts and how to do them -- woodworking, weaving, sewing, etc.	23%	40%	15%
Vocational education to teach new skills or upgrade skills of employees.	34%	28%	15%
Popular music performances -- rock, bluegrass, jazz, etc.	12%	35%	31%
Programs for 'specialized interest groups - educators, business leaders, lawyers, etc.	14%	32%	31%

Summary of Responses by Community Leaders, Part B

<u>STATE, in ranking order.</u>	<u>Percent of total response</u>		
	<u>Essential</u>	<u>Important</u>	<u>Not Important</u>
Debates on public issues by knowledgeable advocates of various positions.	55%	20%	04%
Public meeting discussions of problems and issues, affording the general public a chance to question and debate with community leaders.	45%	26%	09%
Appearances by candidates for public office prior to elections, and coverage of election results.	34%	34%	16%
Serious dramatic performances -- plays and movies, for example.	27%	38%	12%
Programs dealing with problems and needs of minority groups -- blacks, spanish-speaking, women, etc.	29%	35%	10%
Response from the 'opposition party' to speeches made by public officials.	29%	34%	16%
Programs about the visual arts -- painting, sculpture, photography.	22%	41%	13%
Television coverage of public meetings, hearings, etc. -- school boards, legislative committees, Senate and House investigatory committees.	31%	32%	12%
Speeches by elected and appointed governmental officials -- mayors, county commissioners, the governor, the president, etc.	29%	33%	18%
Music performance programs by orchestras, chamber groups, and other 'classical' music organizations.	22%	40%	17%
Informal adult education for avocational or recreational enhancement.	21%	38%	17%

(Cont'

Summary of Responses by Community Leaders, Part B (Cont'd)

<u>STATE, in ranking order.</u> (Cont'd)	<u>Percent of total response</u>		
	<u>Essential</u>	<u>Important</u>	<u>Not Important</u>
Formal credit education working toward some form of certificate or diploma. High school equivalency or college level work.	27%	29%	20%
Vocational education to teach new skills or upgrade skills of employees.	26%	27%	21%
Handicrafts and how to do them -- woodworking, weaving, sewing, etc.	17%	36%	22%
Programs for 'specialized interest groups' -- educators, business leaders, lawyers, etc.	12%	33%	28%
Popular music performances -- rock, bluegrass, jazz, etc.	09%	34%	30%

Summary of Responses by Community Leaders, Part B

<u>NATIONAL, in ranking order.</u>	Percent of total responses		
	<u>Essential</u>	<u>Important</u>	<u>Not Important</u>
Debates on public issues by knowledgeable advocates of various positions.	55%	19%	06%
Serious dramatic performances -- plays and movies, for example.	41%	32%	07%
Music performance programs by orchestras, chamber groups, and other 'classical' music organizations.	33%	36%	11%
Television coverage of public meetings, hearings, etc. -- school boards, legislative committees, Senate and House investigatory committees.	38%	30%	13%
Appearances by candidates for public office prior to elections, and coverage of election results.	37%	30%	13%
Public meeting discussions of problems and issues, affording the general public a chance to question and debate with community leaders.	40%	25%	14%
Programs about the visual arts -- painting, sculpture, photography.	27%	36%	13%
Programs dealing with problems and needs of minority groups -- blacks, spanish-speaking, women, etc.	29%	33%	12%
Response from the 'opposition party' to speeches made by public officials.	30%	31%	18%
Speeches by elected and appointed governmental officials -- mayors, county commissioners, the governor, the president, etc.	30%	30%	20%
Informal adult education for avocational or recreational enhancement.	18%	31%	22%

(Cont'd)

Summary of Responses by Community Leaders, Part B (Cont'd)

<u>NATIONAL, in ranking order.</u> (Cont'd)	Percent of total responses		
	<u>Essential</u>	<u>Important</u>	<u>Not Important</u>
Popular music performances -- rock, bluegrass, jazz, etc.	16%	33%	26%
Vocational education to teach new skills or upgrade skills of employees.	22%	23%	27%
Formal credit education working toward some form of certificate diploma. High school equivalency or college level work.	21%	32%	29%
Handicrafts and how to do them -- woodworking, weaving, sewing, etc.	14%	28%	23%
Programs for 'specialized interest groups' - educators, business leaders, lawyers, etc.	11%	28%	33%

What do you consider to be the most important problems and needs facing the community ?

The local economy was the primary concern. The following specific areas, in priority order, received the greatest response: mid and low income housing; cost of living/inflation; tax relief/reform; adequate employment opportunities; economic vitalization/diversification; tax climate for industry not competitive with other states.

Local government received equal attention. Again, in priority order, responses included: effective and progressive local government; antiquated structure of regional governments; inability to communicate with local officials; lack of knowledge of government officials, workings of government, and issues; need to hear more on all sides of issues with active non-political participation.

Health topics was high on the list of community concerns. Included were: drugs and alcohol; custodial care of the aged; community health plan for all ages; efficient delivery of health care, i.e., regional clinics under administration of community hospitals.

Topics listed in the field of education were: equality in education, regardless of age, mobility; continuing education for all age groups; practical vocational education.

Other areas which received lesser but still considerable mention: transportation, need for mass transit; the environment, land use planning, law enforcement, public safety, urban renewal; and lack of civic interest, minority groups and women.

What new programming could public television provide to help meet these needs ?

Open forums and debates on problems - with live audience for response - opportunity for call-in and vote.

In-depth news programs on a single issue. Involve community leaders and interested citizens. Include films of 'one the scene', rather than discussion only.

More of local government 'in action'. Coverage of meetings: city council; county commissioners; school boards. Stimulate public interest, people might attend meetings.

Focus attention on the mechanics of government, how it works. Programs highlighting public officials and what they do.

Survey and reporting of public opinion about health care.

Motivating individuals and families to establish good health practices. Emphasize pre-natal care early immunization, good nutritional habits, early detection of diseases

More emphasis on adult informal learning.

Discussions of mass transit hearings.

Programs on land use problems and solutions.

Information type programs about crime problems and ways to combat them.

Programs on what some communities have done to improve downtown areas.

Exposure to different ethnic customs.

Research to find out actual figures on male and female wage scales.

With respect to these needs and problems, what do you feel public television is doing well?

What is public television, as you see it, NOT doing that you feel is imperative?

Some reporting on local issues.
The in depth value is not very great.

Involving local citizens - encouraging civic responsibility.

Documentaries on local problems that depict conditions as they are.

Not presenting the plight of poor and dependent people.

Candidates appearances.

Helping to educate the public on how government works, what officials do.

Drug program of last year.

In depth documentaries on programs and services. Why more can't be done, what it costs.

Pre-school and in-school educational programs.

Provides very little to higher education.

Showing a concern for economically deprived and minority groups.

Coverage on local ethnic groups; values, customs, etc.

Explanation of local basic problems regarding civic responsibility.

What do you consider to be the most important problems and needs facing the state ?

The economy of the state was the major concern. High on the list were: tax relief/reform; poor climate for industry, business taxes not competitive; need more industry; more jobs; trained manpower; low and mid income housing; cost of living/inflation.

State government received the next highest number of responses. The most-mentioned items were: budget problems, balanced budget, passage on time; legislative reform, restructure, streamline; communication to and by government officials; explain workings of state government; political polarization.

Energy crisis/shortage was third on the list of statewide problems and needs.

Transportation, mass transit and better highways.

Education: continuing education for all age groups; cost of schools and lack of progressive curriculum; adult education for working people, academic area and enlarged vo tech training.

What new programming could public television provide to help meet these needs ?

Debates and programs to acquaint the public with problems and issues.

Documentary style in-depth analysis of issues - use experts in their fields.

Compare Pennsylvania with other states, tax-wise

More programs on the economy, interview economists.

Legislative and judicial presentations: House and Senate debates; Governor's messages; committee hearings.

Bi-partisan approach to informing people what is happening in Penna.: state taxes, welfare reform no fault insurance, etc.

A 'Know Your Government' series. The function of departments, boards, commissions.

In depth presentations of pending legislation and how it affects the citizen. Provide for debates, input from citizens.

Practical programs to help the consumer to cope with the problems of the energy crisis.

New follow-up programming on the energy shortage with detailed and coherent development on how it started and how to solve it.

Show complete dependence on energy, the effect on the whole economic future of areas.

Consider the alternatives to roads, trams, rail,

Televised hearings on transportation problems.

Provide university education, such as 'Universi of the Air'.

Programs showing what various schools are doing. Students rights/responsibilities.

Programs that examine and compare urban/rur schools, affluent/poor schools, etc.

Highlight the value of learning a skill in additio to general education.

With respect to these needs and problems, what do you feel public television is doing well ?

Exploring some issues.

Gets into state programming if funds are available, otherwise are unable to provide adequate treatment of issues.

What is public television, as you see it, NOT doing that you feel is imperative?

Programs to inform the public on issues which will directly affect them.

Trying to cover too many problems in insufficient depth.

Candidates appearances

Reports by the Governor

Education on operations of state government.
Presentation of role of various state agencies in serving the public, with filmed activities.

Legislative coverage.

Programs to inform the public on passage of a new law and how it affects them, what it means.
Use knowledgeable advocates with various points of view about a given bill, document.

In-school programming.

Promoting education of people.

Extend college work.

Inadequate educational material at upper levels.

Televising meetings of the State Board of Education, the House Education Committee.

Problems and needs facing the state ?
Page 2

Environment: land use, planning for creative growth; need wilderness and ecological awareness; pollution of air and water.

Law and Order: Safe streets; penal reform.

Health, Community Services: A medical plan for all people; drug and alcohol problem; care of the aged.

Historic/ethnic/civic awareness: Should be more active citizen participation and involvement from grass roots level on up; lack of historical awareness.

Minorities and women, disadvantaged

New programming public television could provide?
Page 2

Public television might explore balance with environmentalists in exploring alternate sources of energy, e.g. off-shore drilling.

Documentaries on developers/builders vs. environmentalists.

Documentaries on pollution problems.

Information type programs about crime problems and ways to combat them.

Programs to encourage police support.

Programs showing that prisons are rehabilitation centers. Show the volunteers counseling and giving support to prisoners returning to society. Work with prisoners on program content and strive for spontaneity.

Urban vs suburban and rural problems in delivery of health care.

Town meetings to discuss who gives and who gets services.

Need to respond more to needs and interests of people in rural areas.

Programs devoted to services for the elderly; tax rebate, rent rebate, free transportation, etc.

Intensive social, cultural, recreational, historical coverage, exposure to different cultures.

Show regional arts festivals, museums. Show what Pennsylvania has.

Programs on volunteer work being done statewide

Programs on services available from the state. More exposure for the disadvantaged by people from these groups.

Take television to areas where problems exist - do programs on them, then bring to the mass audience

Regular programs for women.

Public television doing well ?

Page 2

Public television NOT doing well ?

Page 2

Exploring some issues,
Prison Without Bars.

Programs for young people on results of crime;
on voting, entering the armed services, on their
record being blemished.

Programs in the health field across the state.
Programs on 'killer' diseases, one at a time.
Programs directed to the aged.

An interest in promoting exposure
to different cultures.

Not presenting plight of poor and dependent people.
Not spending enough time on minority problems.
No regular programming on women.

What do you consider to be the most important problems and needs facing the nation ?

The Federal government received the most responses on the national level. Specifically: confidence and trust in government (overwhelming response); budget control; election reform; information on workings of government; lack of information on what is available through the federal government.

The national economy was the second concern. The most listed areas were: inflation; tax reform; better housing; employment.

The energy crisis.

Education: Educational equality; continuing education for all ages.

Environment: Pollution control; preserve resources; develop sound land use policy.

Health: Better coordination of public health service; drug abuse; health care for the aged and youth.

Transportation: Mass transit systems.

Law and Order: Prison reform; safe streets; organized crime.

Foreign affairs and foreign trade

Equal rights: minorities and women.

What new programming could public television provide to help meet these needs?

Televisе all hearings, live and uninterrupted. Debates and panel discussions on complicated or controversial legislation and federal programs. Information on how people could communicate with the federal government. Familiarize the public with government officials and agencies.

Presentation of national problems in depth. Debates on public issues. Consumer protection programs.

Explore alternate sources of energy. Televisе Senate and House hearings.

Programs examining and comparing schools, curriculum on a national basis.

Encourage conservation.

Act as a communicator of health care information.

Should provide international insight. Exchange programs with other countries.

Expose diverse cultures to combat prejudice. Very little done with black cultural spectrum.

With respect to these needs and
problems, what do you feel public
television is doing well ?

What is public television, as you see it,
NOT doing that you feel is imperative ?

Watergate coverage

The role of the federal government.

Demonstration of methods of citizen contacts
with federal legislators.

TV coverage of Congress in action.

Financial programs.

Revenue sharing is not understood.

Children's programs

Reaching into higher education.

Producing elementary and pre-
school programs.

General education on the
environment.

'The Killers' series

More dispassionate international news.

Programs for women

Minority programs

APPENDIX I D

D. RESULTS OF MASS QUESTIONNAIRE

The PPTN Commission and seven stations made a simple mass questionnaire available across the state.

The questionnaire was placed as an advertisement in all state editions of TV Guide, with a Pennsylvania circulation of 905,469.

Stations placed the advertisement in 42 daily newspapers across the state.

The questionnaire was included in station program guides, in the Pennsylvania Chamber of Commerce newsletter, and a variety of other specialized publications.

A total of 5,708 returns were counted as of the cut-off date, April 3, 1974. (By publication date an additional 3,000 returns were received, but are not included in this count.)

People were asked, "What types of programs do you believe are most needed?"

Responses, arranged in ranking order:

Tie	1.	Drama	63%	Tie	10.	College courses	28%
	2.	Discussions of public and social issues	60%		11.	Responses to official speeches	23%
	3.	Debates on public issues	52%		12.	Programs for minority groups	22%
	4.	Classical music	50%		13.	Dance	21%
	5.	Children's programs	47%		13.	Classroom programs	21%
	6.	Analysis of government actions	43%		14.	Speeches by government officials	20%
	7.	Coverage of public hearings	40%		14.	Political candidate speeches	20%
	7.	Health topics	40%		14.	Sports coverage	20%
	8.	Crafts, how to do it	39%		15.	Popular music	15%
	9.	General Education	38%				

APPENDIX I

E. TRANSCRIPT OF PUBLIC HEARINGS

TRANSCRIPT OF HEARING

HELD AT

WQED-TV

PITTSBURGH

February 1, 1974

List of Participants
Public Hearing
PPTNC/WQED-TV, PITTSBURGH
February 1, 1974

1. Honorable H. Sheldon Parker, Jr., Pennsylvania House of Representatives.
2. Mr. Tim Stevens, Executive Director, Pittsburgh Chapter of the National Association for the Advancement of Colored People.
3. Dr. Wesley Posvar, Chancellor, University of Pittsburgh.
4. Mr. Seymour Rosen, Manager, Pittsburgh Symphony Orchestra.
5. Mayor of Pittsburgh, the Honorable Peter Flaherty, represented by Mr. Joseph Cossetti, Treasurer of Pittsburgh.
6. Honorable Thomas F. Lamb, Senator from Pennsylvania.
7. Ms. Ellie Smeal, President Pittsburgh Chapter of the National Organization for Women.
8. Mr. Arthur J. Edmunds, Executive Director Urban League of Pittsburgh.
9. Honorable Richard T. Wentley, Judge, Court of Common Pleas of Allegheny County.
10. Mr. George Thomas, Director of Public Information for Allegheny County, representing the Honorable Leonard C. Staisey, Chairman of Allegheny County Commissioners.
11. Dr. David W. Clare, President, Allegheny County Medical Society.
12. Mr. Albert Fondy, President, Pittsburgh Federation of Teachers.
13. Dr. Mary Molyneaux, Assistant Superintendent Pittsburgh Public Schools, representing Superintendent, Dr. Jerry Olsen.
14. Mr. Gardner McBride, Director of Memberships Chamber of Commerce of Greater Pittsburgh, representing, Executive Vice President of the Chamber, Mr. James Roberts, who had to be out of the city.

TRANSCRIPT OF HEARING HELD AT WQED-TV

PITTSBURGH, FEBRUARY 1, 1974

John Roberts:

The Public Television System in the United States today is comprised of 150 licensees. Those licensees operate 244 stations and serve twenty million Americans every week. Seven public television stations are in Pennsylvania. All interconnected by PPTN, the Pennsylvania Public Television Network. Public television in American and Public Television in Pennsylvania is the People's Business. Just as no two people are alike neither are their likes and dislikes of television programs. Just as no two people are alike neither are their personal needs, their wants and their dreams. Public television must be all things to and for all people, the young, old, city dwellers, people in the rural areas, the rich and the poor. There must be something for everyone on public television.

Filmed Comments:

Public television allows me to make up my mind about whatever it is they are talking about.

They get to see more of what they want.

Well, I like those plays they have on -- theatres.

Music particularly.

David Susskind.

The silent movies -- the old time movies that they show.

Sesame Street

Masterpiece Theatre.

Sesame Street and Zoom and after Zoom I like Electric Company. And then next comes the French Chef.

I like the special masterpiece theatre and I like the sporting events. I like gymnastics and tennis that other people don't cover.

Specials that come on in the evening.

I am ashamed to say it -- but Sesame Street. I watched it when

Transcript of Hearing, WQED-TV, page two

I was out in Iowa, watching with the 2 and 1/2 year old grandson. I got to know some of the characters as well as he has -- big bird and Ernie.

That makes me think about Watergate. Commercial television put it on for the housewives' hour. The prime time is at night and it is people just like myself would never have seen it except what came across the most awful news broadcast. 15 minutes of sports, 5 minutes of the weather and captions off of the newspapers but one listens from 8:00 o'clock until after midnight to Watergate. It is the most triumphant thing -- and public television did it.

I think more people have to be aware of each other -- what public television is. I think most people think it is a dud channel that you never turn to and I think that if people could talk about public uses of television, community uses, then I think more people would participate.

John Roberts:

Good Evening. During the next hours public television in Western Pennsylvania, Station WQED, will pre-empt its regular programming to bring you and your family, your friends, and neighbors, a live televised very public hearing. This hearing you are about to see is a part of a year long survey being conducted by the Pennsylvania Public Television Network Commission at its seven member stations located throughout Pennsylvania. The hearing tonight and the surveys are being conducted to try to determine what public television should be, could do, with your help, your planning, in the future. And in just a moment we will begin the live public hearing in Studio A at WQED in Pittsburgh. The witnesses you are about to hear represent many groups, organizations, and individuals. All will tell us tonight and they will also tell to the members of the Pennsylvania Public Television Network Commission what they personally as an individual, group and as an organization, believe are really the needs and the major problems that could be served better by public television locally, and most important through PPTN -- Pennsylvania Public Television Network. You at home can participate in this hearing and you can do it by beginning right now by phoning in your suggestions and your recommendations. Jot it down because during the next three hours we want to hear from you: the number to call is 621-5808. Tonight we ask you not for anything except for what you think and what do you want? Therefore when you call, be as succinct as you can so that others watching tonight can have the same opportunity to list their opinions and viewpoints in public

Transcript of Hearing, WQED-TV, page three

television, as quickly as you can and tell the operator -- what is public television not doing that is imperative and also what do you think the major problems and needs are and what role do you think public television should and could fulfill to help meet these needs and problems. And what new programming do you think public television could provide, on WQED, and the state network of all seven PPTN stations. Considering what things are most important to you as individuals -- that would be your job, your health, your family, your education -- things that concern you personally as a human being. What types of programming would be useful to you. - Now as I have said, hundreds of persons are being interviewed throughout the entire State of Pennsylvania. They are being asked these and many other questions. By calling that number I gave you, 621-5808, right away or during the next three hours you can have your opinion included in this all important survey. Also, be sure to watch for the ad that will appear next week in the Pittsburgh Press and the Post Gazette. Its a questionnaire which we want you to fill out asking what you want in the future on public television on WQED and in Pennsylvania. You will see it in those papers and when you do fill it in, send it to the address which you will find on the ad in the Press and Post Gazette.

Now to conduct this live hearing are our representatives of WQED, members of the Pennsylvania Public Television Network Commission and Joseph D. Hughes, member of the Board of Directors of the Corporation for Public Broadcasting and Chairman of the Long Range Financing Committe for Public Broadcasting in America; Philip Berman, the Chairman of the Pennsylvania Public Television Network Commission; David Leonard, General Manager of the Pennsylvania Public Television Network; Dr. Edward Eddy, President of Chatham College and a member of the Pennsylvania Public Television Network Commission; M. M. Anderson, Chairman of the WQED Board of Directors, also, a member of the Board of Governors of the Corporation for Public Braodcasting; Lloyd Kaiser, the President of WQED, a member of the Board of Managers of PBS, also, the Chairman of the PPTN Managers Committee, the seven stations managers committee.

In this all important public hearing and again as you listen and watch don't forget, phone in your opinions.

To begin the hearing and introduce the first witness, is Mr. Philip Berman, the Chairman of the Pennsylvania Public Television Network.

Mr. Berman

We know we have an excellent network. We can reach 95% of the homes in Pennsylvania. We have the staff, the ability, to do this job but we

are here tonight to determine the viewing needs of the people that live in this commonwealth. We want to know how public broadcasting, public television in Pennsylvania can best serve and meet the needs through its ability in the future. We feel that we have the vehicle and we want to be sure we reach our capabilities. The capability of public broadcasting is limitless and through these programs, these surveys which are being conducted, the first one here in Pittsburgh and six more throughout the state, we will be meeting and hearing from hundreds, literally thousands of people. From this we can understand the needs and respond and then do the job the legislature had asked us to do a number of years ago. Now I would like to introduce our first witness. He is a member of the Pennsylvania State House of Representatives, the Honorable H. Sheldon Parker, Jr.,

Representative Parker:

Good evening. Pennsylvania Public Television deserves considerable credit for providing an opportunity for the viewing public in Pennsylvania to express their views on what should be televised. The legislators who basically reflect the views of their constituency have in recent years, been providing ever increasing amounts of money for public television in Pennsylvania. I believe that this endorsement constitutes an important action and is an indication of satisfaction. You gentlemen deserve considerable credit for that. Public television's decision now to permit the people to speak out on what they think is important represents an expression of confidence by PPTN, the ideas and judgment of these people. It is increasingly apparent that H.G. Wells was correct in his observation that human history becomes more and more a race between education and catastrophe. There are few fields where education and better understanding are more imperative than the complex and little comprehended field of government. People are just not at the present time relating to government, whether it be at the local, state or at the federal level. Of these categories, however, I believe that state government is in the greatest need by educational TV in terms of its coverage. Local officials are readily accessible, the people live around the corner from them. They feel a part of the school district or a community. At the national level, the commercial media has always devoted considerable amount of time to specials and newscasts on radio at least, on an hourly basis. So I think this area is well covered. The scene in Harrisburg, however, seems inexplicable and remote entity and they are not readily apparent and people are confused and feel 200 miles away -- that what goes on there really does affect them and they don't really understand, the way they would like to and the way they should. These folks who are interested in state government but don't understand, receive just bits and pieces of news and often this news is of a sensational variety. Educational television has a golden opportunity I believe to bring state government home to the people of Pennsylvania. I believe that there should be serious consideration

to televising committee hearings: When acknowledged experts from throughout Pennsylvania and sometimes in the nation appear on vital issues that are before the Pennsylvania General Assembly; watching televised coverage of the house and senate deliberations of momentous issues could be helpful; again enhance the understanding of the people. These debates, the pros and cons of an issue are brought out and I hasten to add that coverage by public television would enhance the quality of the debate and lead to greater, I am sure, preparation and thought. The format of the program, the Advocates, has often impressed me as a good approach that could be taken at the state level, using state issues. Again another examination of those issues that are important and really need to be better understood. Educational TV in other states broadcast town meetings, where people come together to debate the pros and cons of issues, where there has been some studio participation. People out in the audience before the program have been able to go out and pick up ballots with the various issues to be discussed on that ballot. At the end of the program they have been able to vote yes or no on one issue or a series of issues. I think this has worked very nicely. I think this is something that PPTN should seriously consider. The opportunity is a town meeting forum to work together on the solution of common problems, to consider an issue on a rational non emotional basis, to realize the complexity and ramifications of a question and to receive the positions of an informed public are truly valuable. More than a century and a half ago Goethe said that there is nothing more frightful than ignorance in action. I am confident that educational television, as it has in the past, will continue to do everything possible to keep ignorance in action from pervading Pennsylvania. Thank you.

Mr. Berman:

How can we go about doing some of the things that you recommend? We have the time, we have the network, even the money, which will be made available we feel from some sources. We need the cooperation, as you pointed out, to see the live government at work. This has to be non partisan or bi partisan, at least, I believe government cannot be non partisan. I would like you to give us some idea of how we can approach it in the practical sense.

Representative Parker:

I think you are right, you are inferring that not every legislator would like to have your camera zooming in the committee room or around the legislative assembly hall. I think, though, if the opportunity were presented that enough legislators would see the value of permitting you to televise the sessions. I think it would be good if maybe if you picked out a couple of important issues. We don't want to bore the people of Pennsylvania, either, and hurt your ratings

in any way. I think that by maybe warning the legislators, to put their newspapers away and keep their feet off the desk, and pay attention for a short period of time anyway, would help them grow familiar with it and I think the second and third time that proceedings were televised, it would be increasingly easy.

Question:

I guess one of the concerns that I would have with what you have suggested and it is a good suggestion, is how do you make a hearing in the House of Representatives in Harrisburg, for instance, lively enough to compete with other programs. How do you -- we cannot all have Watergate Hearings in Harrisburg and we certainly cannot have the cast of characters that was in the Watergate hearing. Are there enough really important issues going on in Harrisburg and could you cite a few for instance that would be not only of concern to the audience but really provide an entertaining hearing because we are concerned with the fact that we have to keep the audience once they turn the dial.

Representative Parker:

I am not sure that these first examples would be entertaining but in terms of mail and concern, I think we are dealing, when we talk about abortion and capital punishment, literally a life and death issue. I think that certainly the debate would have to be structured in such a way that we couldn't have all the dragging on and the waste of time and extraneous stuff going on -- but I think this would provide a real step forward for the legislature. I think you would help us reform our procedures. Maybe, make our sessions more concise than they presently are. I think we have got some pretty entertaining characters in Harrisburg and I am sure they would appear on camera fairly often. I know we have had some debates, which if my mail is any indication would be of enough news value. I think the tax impasse, when am I going to get my tax relief check back -- certainly for the retired person is vital, but you are right there would have to be a certain amount of picking and choosing and care given to the type of programming.

Mr. Hughes:

I think that we would all agree that there is enough interest in Harrisburg to warrant televising the meetings of the general assembly. Certainly as you indicate, Representative Parker, if the issues are chosen in advance, debate on capital punishment, abortion, tax reduction, or tax increase, those are issues that come to the core of public interest. If they are chosen in advance, I am sure we would have an interested and enthusiastic audience.

Mr. Leonard:

One of the things that has led to legislative coverage in other states, Florida is one of the notable examples, is the passage of what they call a "sunshine" law a year or so ago. I know that Pennsylvania is working on a bill that, at least the newspapers use the same title for, and my question would be -- whether or not the bills now being considered would tend to lead in the direction of opening up more of the processes of government in Harrisburg which in turn could lead to more public exposure through public television of what is going on.

Representative Parker:

You are absolutely right, the trend is in that direction. We have this year for the first time opened committee meetings and they can be televised any time any one wants. In order to bring the cameras into the general assembly hall or the senate chamber, there would have to be some consensus reached by the membership, some spade work done in advance.

Mr. Berman:

You are representative and your colleagues are representative of all the people and the only way you will know how the people really want you to respond is by first educating them as to the real guts of the problem. So many people have reactions without understanding what is at stake. Abortion is one of them. Taxes is an obvious example. People believe that we can do without taxes. Well if they want services, they are going to have to pay something, somewhere and somehow. Don't you think this is one of the ways that you could start at the basic elementary level to educate the people what their government is about so that they can come into vote intelligently. You want to be elected therefore you want to serve that constituency but you want to lead them and that seems to me one of the great areas that the resource of public broadcasting has available.

Representative Parker:

Yes, I think you are absolutely correct.

Mr. Berman:

Well, I want to thank you, Sheldon Parker, for being a wonderful witness and I would like to call on Tim Stevens, the Executive Director of the Pittsburgh Chapter of the National Association for the Advancement of Colored People.

Mr. Stevens:

I would like to say good evening to everybody and we welcome this opportunity to talk with you and with the public of Pennsylvania. I think first of all we must compliment public television for giving us an

opportunity and the other speakers on the program this evening to talk with you about directions of public television in the future. I think, even our governmental structure could use more input from people of varying attitudes, shall we say latitudes even in society. One of the major things that we have to be concerned about particularly as an executive representative of the civil rights organization, as I am sure you, as executives of public television feel, in the area of social problems and social services, and human issues in our country today. I think that in recent years we may have begun to slip away as a nation from our commitment to the elimination of racism in our country, in our state, and in our cities; the elimination of poverty on a very serious level, not a hit and miss approach but a very serious war on poverty. I think we have to deal with the problems of our young and the problem of our aged. We recently, as we look at the budget here in Pittsburgh, recently the coalition on human needs is very active in attempting to sensitize our mayor and sensitize our city council to see to it that sufficient funds were included to guarantee needed social services for our aged. Of course, in most cases they are not able to take care of themselves or take care of themselves as they should like to be. The political process of course is tied in to guaranteeing that people who historically have been excluded from services, from employment opportunities, from full usage of the systems that exist in our nation to benefit supposedly all of us. I think we then have to look at the political process because I think there are many of us in this country, particularly black people, I think a lot of whites who happen to be poor and I think a lot of other minority groups. Women are just becoming more aware of the power of the political process. People who are at the bottom of the process, seemingly historically, have the least interest in the process and it should be almost reversed. If you do not feel and if you can show factually that you are not benefited as other people are from a system, I think it is those people who must be involved all the more. And I think public television can serve a very vital role in helping to stimulate interest and stimulate knowledge of how a political system operates; how it can benefit people directly; how it can benefit them almost personally because some people, particularly those who are in the more disadvantaged segment of our nation and here in Pennsylvania, have to be shown something in a very personal sense -- how it affects them personally and gets them immediate benefit or immediate gratification or they see by doing X they will get Z. I think that public television somehow has to do it and maybe number 1, and this may be difficult, public television has to assess ways of involving poor people, black people, people of color and people who normally and young people as a group, white black or otherwise, who normally may not be attracted to public television and when I say young, I am not talking about those who may look at your children's programming but I am talking about high school

students, college students, etc. that maybe some kind of, shall we call it, a public relations program that will in fact stimulate the people I have mentioned to turn, in this case to Channel 13, to public television in various parts of the state. An interesting question I think to be studied and one that will be rising and is beginning to arise and that is the relationship between the movement of minorities in this country and the movement of women. I think there are very strong similarities but I think an issue that could be discussed is the future of the minority movement in this country, the future of women's movement -- will it be problems or will it consist of a coalition. I think there are people who are now debating that and have not reached a decision themselves, probably. I think it deserves serious consideration as to those kinds of issues. We are all affected by culture. As you know in recent years, in the initiation of the black movement as it was called in the late 60's, black people as a group begin to say, we have a culture, per se. I think public television as a whole could be valuable in dealing with the cultural heritage and the ethnic heritage of all of us. I think we begin to value the contributions of Polish people, the contributions of Irish people, the contributions of blacks, the contributions of all the ethnic groups that comprise American and that we respect each for what we have done to make this country what it is. It is not what other it ought to be but it is a lot better than most. And I think public television owes it to us as a collective group to do that. I am -- I grew up in the hill district -- and I never saw too many white citizens until I began college at the University of Pittsburgh and you know, the think that disturbed me and -- I found it amusing but it sort of disturbed me and I made a statement -- before I went to the University of Pittsburgh, all I knew about white people basically was that white people looked white. By the time I finished the University of Pittsburgh I knew the difference between Irish people and Italians and Jews and everybody else. This is only through practiced ethnic racism on the part of people who happen to be white. I think in this nation if we are going to ever reach any level of true brotherhood and understanding among us we must begin to diffuse those kinds of aspersions that we cast upon each other, be it due to race, religion, cultural heritage or whatever. I think again that public television must examine the possibilities in these areas, particularly as I think the priorities of our nation have shifted with the people in the White House and the people all across the nation, even the people in the homes who know nothing about when the next election is. I think our priorities have changed in recent years as regards to social and human issues. These are a quick synopsis of some of the ideas that we see that public television can employ in the coming years and the coming months -- I think one other major element that people watching tonight are very concerned about. We recently heard that, I believe, 75

thousand people are being layed off from one company alone in this nation. When we start talking about employment problems now, we are not only talking about that 40% that URA said existed in the lower hill district, that 35% that they said existed in Homewood, we are talking about many people who were here-before never particularly concerned about unemployment, I think public television needs to examine where are the jobs in 10-15-20 years from now. Where should people be going to school? What kinds of courses should they be taking? What subjects should they seek? How will the corporate structure work? What education do they need so they can be transferred rather than removed? Public television can play a vital role in dealing with some of the fears of people, putting out facts versus rumors and hopefully helping to lead our nation through this crisis period. Or maybe we should say crises period. Those are my comments at this time.

Mr. Hughes:

I must say I agree with Tim Stevens, I think there is need for more programs dealing with social issues. It is a fair criticism of public television that while we have been more than successful in children's programs we have not covered the broader range of social issues that must be covered. This same criticism could be made of the lack of programs dealing with the elderly. We have wonderful programs for children. Mr. Rogers here in these studios is great. We have a paucity of programs dealing with the elderly or even with ethnic groups. The Hershey station last year made a superb program "All About Welfare." It was something in which the people were interested, but it was a one time program, a single issue program. After it was shown even with a repeat, it lacked continuity. We need a series of programs like that so that we can reach into the social issues and bring them to the people.

Mr. Stevens:

You might in that kind of process. Usually, of course, because of convenience in getting a program of this nature together you had to call and contact a number of people and organizations in various positions. Maybe in implementing that kind of program you would literally go to the streets, see what people in Carick, for instance, think about black people. See what black people think about people in Carick. Put the two together and maybe from that and from some people who can interact between the two, we can begin to educate ourselves on the stupidity of our racism. Or our negative actions and negative thoughts. And begin to remove the myths, state the facts, and get on with some progress of interrelationships and education and whatever else we have to do.

Mr. Berman:

I think you made a good case, not only for blacks, or minorities, but for all of the people. You related to the cross section, the needs of all the

people in the commonwealth and you did an excellent job and we want to thank you very much for your presentation. A lot of viewers have heard your message and we have an audience who we have asked to call in. The telephone number is 621-5808. These calls are being recorded. Your questions are being recorded and we will put this together as part of our entire survey of the seven stations as they complete the programs. We are having a three hour program tonight. One station is having an eight hour program trying to reach as many people as possible. We are doing a job in the best way we can to reach the people. Thank you very much.

Mr. Berman:

Our next person who will present a statement of what television -- public television -- can do will be Dr. Wesley Posvar, Chancellor of the University of Pittsburgh. Dr. Posvar.

Dr. Posvar:

Thank you very much gentlemen. I was interested in your concern about the possibility of legislative hearings in Harrisburg being boring and I think Representative Parker can testify that my own appropriations hearings have been anything but boring. They have been very very exciting.

But I am very much grateful for this opportunity to speak to this Commission both as a citizen and educator because I have some very deep concerns about television both public and private. I would like to say a word first about commercial television because I think there are some frailties here that do spill over into public television. I am concerned because I believe that commercial television in this country so far represents what I might say is the most monumental shortfall of culture in the history of this country. I think that the gap between its promise, which was enormous, and its fulfillment of that promise so far is depressing indeed. Commercial broadcasting, a lot of us would agree, approaches a quality level that with too few exceptions is geared to the lowest common denominator of audience taste. Relative to the opportunities of commercial television it largely failed to produce distinctive works in drama, music and the arts and the very fine programs that we recall ten or fifteen years ago. These areas have one by one dropped from sight in commercial television. As I say there are exceptions and some of them are notable exceptions but when you look at the total schedule, the total impact of this commercial television, I think you would have to conclude that very few shrubs and trees have grown on what Newton Minnow called the vast wasteland of television. Commercial television has done much better in its coverage of news

and public events. But in this area, too, both commercial and public, have not come to grips with the question of responsibility for influencing events, sometimes controlling them, for distortion through brevity, for altering sometimes adversely the very nature of the political process. This is not done maliciously, as we know, but I think the impact of this is too little understood and too little dealt with in a responsible manner. Now in the commercial area whatever marketing incentives overall have gone to produce this situation, I think have largely worked against the interests of the public. Perhaps you could call it the advertising syndrome, I don't know. Of course you know public television was designed at least in large part to provide a remedy for these problems of commercial television but I think that public TV's own efforts to compete, even to attract an audience away from commercial broadcasting, has had a more deleterious effect on public broadcasting than beneficial impact on commercial broadcasting. As I say there is a spill over effect. I think we're influenced by the cultural proximity of commercial television. I think that public television should not try to imitate commercial broadcasting, it should avoid it. It should provide a dramatic and an obvious alternative. I know that most of the people in public television believe this and strive to do this. But I think we can do much better and I think we have to be vigilant about our objectives. I think generally speaking on public TV we need more of almost everything that public television can do best. We need more programs on arts, more news covered in greater than headline depth. Frankly, more controversy; in the arts over innovative works, controversy in debates over public issues, investigation and reporting in depth, and thorough, complete and balanced reporting. And of course, it is obvious to say that to do this public television has to be financially secure and adequately financed, because timidity in programming sets in when public television leads a marginal financial existence. Now some very important suggestions about funding public television were made in the report that I have here of the task force on the long range financing of public broadcasting, which was a study headed by our own Commissioner Hughes here this evening. I think we ought to look very closely at that report and how it can be related to Pennsylvania. The report points out very importantly that government support for public broadcasting amounts to about 17¢ per capita compared to \$3.29 per capita in Great Britain and \$6.00 per capita in our neighbor, culturally very similar nation, Canada. The report proposes that between 1975 and 1979 the number of public television stations in the United States should be increased by nearly one half, with a goal of creating a system which will reach 90% of the people. We have already reached that goal in Pennsylvania. But the question is what will it take to improve the situation in Pennsylvania itself. The Hughes report makes it clear that the commitment that we have to make of public broadcasting is massive and basically important. Pennsylvania is one of the richest states in the nation and we ought to be taking the lead in approaching these objectives

and one specific way to do this is to seek not only Federal funding through the influence of reports such as this but direct state funding for television for the state network and Shel Parker is still sitting here and I trust that he is listening.

Now I would like to turn very briefly to some specific possible goals for WQED and those that might be extended to the whole Pennsylvania network. First, a very particular suggestion based on my own personal experience. I find it disappointing that on Saturday mornings when most working people are at home and when the commercial airways are filled with cartoons and other children's programming, this station, WQED, is dark. And yet this is almost prime time for reaching the working people to give a chance to provide for a potential audience of great size with the kind of alternative program that I was speaking about earlier, to inform working people about their history, about issues that affect their lives, perhaps about job opportunities that Tim Stevens was talking about and many other things. The working people on Saturday morning really have nothing to gain from television of any kind.

Second, I would argue very strongly that a local station, anywhere, should stress local civic identity and pride and not be just a local counterpart in miniature to the national T.V. In Pittsburgh I think there ought to be a great effort to explore and explain the ethnic origins of our people, which was alluded to before. But this is one of the things that makes Pittsburgh, unusual, strong and great. And I think that to foster this kind of ethnic understanding and self identification would be to contribute something of great importance in a depersonalized mass society. Local TV here and elsewhere ought to think about this kind of civic mission.

A third point, I would like to see, WQED, and other stations but this one notably, develop more programming that while uniquely produced in Pittsburgh could be shared with other public stations across the state and nation. Now Mr. Rogers of course, is a classic example. I think we should go a lot further. We should stress the cultural and educational resources that are available in the city, the great musical institutions such as our Symphony and the others and they are available in the colleges and universities and there are other cultural endowments in Pittsburgh. We ought to be exporting these. Now here we have to be very, very, selective. Pick what we can do best, but I would argue that public TV can only be as strong as its various links, and every link especially this one should be encouraged to pick a portion of its effort for which it would expand beyond its own broadcasting horizon in creating programs for other areas. And finally and inevitably there is a strong

need for Pittsburgh public television to work more closely with the colleges and universities on educational programs for adults. And here I mean not only general education but education in the form of course work for credit -- accompanied by study guides, workbooks, and all the innovative material that we are developing, we have a program at the university of Pittsburgh that could be used for this purpose. This is happening in many other parts of the United States. Pennsylvania is talking about chartering open college. This might be another avenue. But I think that public television has a decided role to play in such programs as these, and particularly in the second channel which we have available to us and is under utilized and we in higher education in Pittsburgh would be very happy to work closely with you in getting these developed and all the institutions in the Pittsburgh Council of Higher Education. Gentlemen these are just a few suggestions, some general, some specific, and I think you very much for the opportunity to give them to you.

Dr. Eddy:

Dr. Posvar, I think you would agree that there has really been no effective tie between television and higher education. Taking a camera into a classroom isn't the answer. It is too static. It doesn't communicate effectively between the teacher and the student out across the air waves. Do you see any developments now and in the future to break this down so that there can be really effective higher education.

Dr. Posvar:

Ted, I think what we have to have is a system of great diversity. I think that the use of television for credit education has worked in particular situations and in particular cities. I recall being most impressed one time giving a lecture in history in Chicago which had an audience of a hundred thousand people, 20 thousand of whom were taking the course for credit. These were people who could not get to the physical location. But I think in Pittsburgh we can deal with a lot of these awkward characteristics and do something widescale like NYU's sunrise semester. We are very very close together institutionally and the people who are the professors and the people who work here at WQED work a few blocks apart and these things can be very very informal and very flexible and they do not have to be technically superior.

Mr. Hughes:

I would like to echo what Chancellor Posvar and President Eddy have said. There is need for greater involvement of our higher educational system into the television system in the Commonwealth. We have great strength among the colleges and institutions of higher learning in Pennsylvania. In some states, for example, Maine, the public

television network is wholly state university operated. We do have a public television station at State College operated by the Pennsylvania State University but what we need is greater involvement by all of the higher education institutions in the Commonwealth.

Mr. Berman:

Thank you Dr. Posvar. Your contribution to this program is wonderful. You bring in another dimension. We would like to see public broadcasting expanded from the cradle to the grave on all levels of of the educational, political, and economical levels as well. Thank you.

I would like to remind you again, please call, telephone number 621-5808, and bring us your questions. We would like your expressions, anything that you can offer to aid us in our deliberations will be most helpful. We are interested in having the largest cross section of comments as to what should public broadcasting be and do for all the people in the Commonwealth -- as many and as much information as we can put together. Thank you very much. Please call. We have ten telephone operators. We hope that you will keep them all busy.

We will now hear from Mr. Seymour Rosen. He is Manager of the Pittsburgh Symphony Orchestra and he will bring another dimension to our survey.

Mr. Rosen:

Thank you for this opportunity of speaking with you--about hopefully the future directions of educational television in our state. On a very personal basis, I think I would like to thank educational television for the fine performances I have personally heard. Especially Masterpiece Theatre and some of the other fine theatrical productions that have been presented. It seems rather unfortunate however that the majority of these productions were filmed in Europe, for the most part England, and that American actors, directors and producers are not given sufficient opportunity to perform, to create, for our American public. In a more chauvinistic sense and in terms of WQED, one might speak on behalf of Pittsburgh artists. Please understand that I am not suggesting that overseas productions be eliminated from educational TV scheduling but rather I am suggesting that more American artists be allowed the opportunity to train and to create and to perform for educational television. In terms of my own area of interest, the performance of live music, I believe and I think you do that educational television can offer an excellent opportunity to disseminate music in our state and in our country. I must however be somewhat critical of the lack of musical performances on educational television, particularly the performance of serious music. And further be rather critical of the technique used by educational

television in producing and directing those few productions which have been made utilizing the symphony orchestras of our country. We were recently privileged through the good offices of the National Endowment for the Arts to have produced for educational television Allen Miller's video film of Ravel's Bolero. The Los Angeles Philharmonic conducted by Zubin Meta. While this was a step in the right direction, it was distressing to me that this film received as much attention as it did. Don't misunderstand. I feel that it was a fine effort and fine film. The state of the art however as practiced in Europe is far in advance of Bolero. And I might say that even the cameras that we're using here this evening were made in England. I therefore would like to suggest that steps be taken by educational television to send American directors and producers to Europe to work with some of the technical people there to learn their techniques and bring them back to us so that they can be further practiced and developed by us. What I am essentially calling for therefore, is more musical performance on educational television and better presentation of serious music on the educational network. If we can begin to present the excitement of actual performances to our public, we have an opportunity to serve in a much broader and better way. Serious music and serious musicians exist within the framework of our society as enigmas. The public does not understand how they function or what purpose they serve. Once again by proper use of video it might be possible to reestablish the function of the musical artist in our society. You in television have the opportunity and in fact, the responsibility to halt the alienation of the musician and the composer from their publics. I recognize that I suggest a rather difficult task. It will mean training and retraining of staff and directorial production talent. It will mean looking for new approaches to subjects. It will mean finding funds that is never easily obtained. It will mean a new dedication which must always be accompanied by new thinking and new commitments. I suppose this is a very tall order but if you wish to serve this might be one of the ways. In thinking about what I am saying I guess what I have to say could be applied to any of the arts and I hope you will make every effort to better present the state of man, through the arts, to himself. That's it.

Question:

I would like to ask you, Mr. Rosen -- I think you have said many things that I have thought of, coming to Pittsburgh from other cities and being very much interested in the symphony orchestra, I wonder whether or not you have ever tried to put these ideas to the public television people until this evening. Have you had the opportunity to do it before?

Mr. Rosen:

Fortunately I know the people in public television in Pittsburgh and we have had many go arounds.

Question:

I assumed you had.

Mr. Kaiser:

You are a very good critic, Mr. Rosen because you help us in so many other ways. We seem to get along well in terms of radio with music, but not in television, I quite agree with you. What would you give as some of the examples of what could be television's best hours if we were to do some of the things you are suggesting? Are you thinking of concerts?

Mr. Rosen:

Concerts is just one approach. One of the things that I am criticizing really is repertorial kind of filming of concerts we have done up until now. The concert itself does not lend itself exceptionally well to television. Oh, I suppose it is good and it is better than nothing but I am thinking about for instance, if we play a new work -- where was the composer, where was the work written, what was his input into it? What was his struggle to get it out of himself? What were our problems in making it happen? What was the sweat the fiddle player had to put into it with his fingers and his mind. Now this can be done with a camera and I think this is what I am talking about so that we become human live things; that we are people like other people. The fiddle player after all when he leaves the stage, has all the needs that the rest of us have.

Mr. Berman:

Thank you, Mr. Rosen, for your contribution. The public hearing will continue in a moment.

John Roberts:

You are watching a live televised hearing from the studios of WQED-TV -- your public television station in Oakland, in Pittsburgh, in Western Pennsylvania, in the United States. This is your public hearing and so that you can participate and have your input in this public hearing tonight there are telephone operators standing by all during the three hour hearing to take your comments, observations and your opinions. Jot it down if you don't want to call right now as you continue to watch and listen to your friends, your neighbors, your officials and many others representing many categories, many strata of total society. You may be inclined to call a little later. The number is 621-5808. Very quickly. We are getting many calls from people out there telling us what they think of public television should be doing in Pennsylvania. Here are just a few of them.

One viewer called and said that some kind of family counseling is

desperately needed dealing with children on family tensions, in today's society. Something that allows professional people more opportunity to explain and elaborate on specific problems affecting people. Simple things like dinner manners for children age two to four. Regarding Mr. Rosen, a viewer has called and said that Pittsburgh Symphony should be shown live on WQED. Certainly more music and spoken word should be shown on TV and they agree with Mr. Seymour Rosen, Manager of the Pittsburgh Orchestra.

Another viewer called the number and said show us tennis lessons for young children. There are so many things that young children can't do that you could show us how to do. More instructional sports shows and not all the professional things that we have elsewhere. College wrestling another viewer wants and any other amateur sport-- more amateur sports in all categories.

Call us at the number we just gave you and let us have your input tonight. It will become an official part, later to be a compiled document which will become the mandate for public television for the years to come throughout Pennsylvania and all the seven public television stations. Tell us such things as what are important needs, issues, and what do you personally, whoever or wherever you are, want public television to be and to do in the future. Tell us by phoning, the number is 621-5808. There are many people as you may know who feel that public television is certainly their business and there are people from many situations, all walks of life, some are everyday people like you and me and the neighbors next door and your own fine children who watch regularly. There are other people you may know who also feel strongly.

Filmed Comments:

It seems to me that public television is important in terms of getting a message over to people to try to educate people around the issues and the problems that they are concerned about.

I have been fascinated by the watergate hearings on television. I work during the day time so that I can't watch it and watch it during the evening. I am also very impressed by the way that public television has come into its own.

I look upon public television as a tastemaker. We have great masses of wash of entertainment in commercial television; all one color a watercolor; a pale color. Public television came along and is improving constantly and gives us the vivid hues of music, of art, of drama.

The Corporation for Public Broadcasting, PBS, and the system of stations around the country do a remarkably good job but they are not remarkably responsive. They are not remarkably free of political input. I don't mean direct frontal partisan political input but I mean the discipline of the purse depending on appropriations from the congress and I am not sure in my own mind how we will design a structure to put in place for the future operation of the public broadcast system. I am sure of these things:

- 1) It must have ample funding.
- 2) It must have ample access for new ideas and for new personnel.
- 3) It must be of a highly professional calibre.
- 4) It must be free of partisan political confrontation.
- 5) It must have a sense of permanency and independence that will let it move as it was intended to move.

It is a lot like music, the content may be Beethoven but it is the level of performance. If the quality of production is not higher than the level, say, of a high school orchestra, the most you can hope for is a certain charm. They certainly are not going to attract a nationwide audience with amateurish performances even of the world's greatest music.

There should be more and more public television and it would be nice to have the evening filled with it so that you have a choice other than some situation comedy that you don't want to hear. I don't know of a one in my circle of friends who don't watch PBS and discuss the shows. They remind each other that don't forget tomorrow night such and such is going to be on and we get such a variety of programming on that educational channel that is not available any place else. Of course, it is the excellence of the shows that keep bringing us back.

Public television is as important to America as ham is to eggs. I don't think we could seriously think of doing without either public or commercial television. There is a great hunger in the land that is not fed by commercial television.

Everyone has to do his part and in this case you get a marvelous reward, for just a few dollars a year you can get a whole year of informative, instructive, educational and enjoyable entertainment.

I believe it is the people's business. It will be controlled by them to the extent that they lend their influence to support it. Many important things have happened in this county through the help of volunteers. This in fact is the whole basis upon which the volunteer organization, the March of Dimes, which was responsible for supporting

the work on polio was developed. I think this is an analogous thing.

There is a certain amount of foundation support, of course, for these stations but here in Los Angeles for example, if the public stopped paying for it, the station would go off, literally in just a couple weeks because the station couldn't afford to pay its employees.

Public television? It should be possible to have people educated to the fact that they can more directly control what they see. It is a more two way medium than commercial television. So my hope would be that people would come to realize that and would support the public television stations and feel a genuine part of it which they are

I think they should let all of their representatives in Washington know that they want that network not only to survive but get healthier and get bigger.

Public television? It is terrific. A lot more adventurous. Sensational. Excellent.

I just thank heaven for it.

I love Zoom!

Mr. Roberts:

Public television in Pittsburgh, Pennsylvania, the nation, has traveled many miles. Many of them successfully, some of them with great frustration. The question in this live, televised public hearings on WQED, Channel 13, your public television station in Pittsburgh tonight is this. Very simply, what do you, your family, your organization, what does your group, feel that public television should be in the future in Pennsylvania, in Pittsburgh, where you live. You can tell us by calling now. Operators are standing by. 621-5808. We are moving now into our second hour of this live, televised public hearing. One of seven hearings being conducted at all seven member stations of PPTN, the Pennsylvania Public Television Network. All asking the same question and trying to get the same answer, where do we go from here? Let's find out now by going back to Mr. Philip Berman, Chairman of the Pennsylvania Public Television Network Commission.

Mr. Berman:

The office of the Mayor of the City of Pittsburgh, the Honorable Peter Flaherty, will be represented by his aide, the treasurer of the City,

Joseph Cossetti. We will now hear from the City of Pittsburgh.

Mr. Cossetti:

Thank you for inviting me to come and give you my views. My first reaction on being invited to give the city's views and perhaps a public officials view was that I was being presumptuous to tell experts who work at this much more than I, what they should be doing in the way of public television and I then began to prepare my notes with the view to act as a jury of one, active in public affairs, as to how I view public television. I began to try to review those programs and shows which I thought were very good and tried to analyze why I thought they were very good. There were programs in the area of children's shows that I think were just outstanding. In my mind, no question, being superior to what was available on commercial TV. There were areas in which public television conducted hearings verbatim. The Watergate hearings at hours in which working people could watch. The Port Authority hearings in Allegheny County where there was a dispute. The hearings before the congressional committee on which public television was the subject. All of those I thought were outstanding because anyone observing them got a view in depth that they could not have gotten otherwise. And they were both a good show and also provided a valid educational experience. I have watched a lot of the shows that might be characterized as being in the area of the arts and although I have a serious interest in music I don't think that television does the arts a service by some of the shows that are intended to display the arts. I think perhaps that is a problem of the media. Maybe it is not the right media to display that particular art. I thought in an area in which commercial television does a good job there are still areas in which public television can compete. The extended public hearings were an example. There was an area locally when a good news show was conducted by WQED for a number of years. I felt the news show here was an outstanding local news show. I felt it was in direct competition with local commercial stations. Perhaps would have done better at another hour so that it would have not been in direct competition. There are several local reporters on educational television who I think have an understanding in depth of their subject that is superior to the normal reporting you get on commercial television and even in the printed media. So these are my comments and feelings about the things that I have seen locally on public television. I also had the comment that there wasn't a lot of participation at the very average level of human activity. Nor for example we are a steel community or were a steel community. There are no steel workers connected, as I reviewed your Board of Directors, on the Board of Directors locally. There is a tendency perhaps to put

the President of the Steel Workers on the Board rather than a steel worker. There is a tendency to put the President of the Fraternal Order of Police on rather than a policeman and maybe to interview the superintendent of schools and the president of the teachers union rather than a school teacher, in order to obtain a more balanced point of view in the community. I think there are a group of individuals you represent; a great deal of education and power and influence and in that sense you are biased because the average in the community does not represent that amount of formal education and eliteneess. Those were the kinds of comments I had as I tried to prepare my notes and some comments to you. I have not come to any conclusion. I watch it.

Question:

Mr. Cossetti, when Representative Parker was here in the last hour talking about his concern about the educational TV covering the legislature in Harrisburg and hearings and particularly the issues of importance at the state level. How would you feel about the same kind of coverage at the city level? Should public television attempt to cover some of the city council sessions? Should it attempt to cover some of the sessions within the city government, city planning, which are hot items over a particular building that is going to be put up, or a rezoning of a particular area, or a tax case of some kind; should these be a part of the programming of public television?

Mr. Cossetti:

I say yes and no to that and let me explain that -- when public television has covered public events of that nature, the successful ones were ones in which all the participants were well prepared on the subject being covered. I think of the Watergate hearings, in which the committee was well prepared in asking questions and the people being questioned were well prepared and the information that came out, came out in a contest setting but by well prepared people. I think if that were done and the individuals involved were not well prepared, you would turn the audience off. So, I would caution you in that regard, only. There are many public events that should be covered but you should select them on the basis of how well prepared the participants are going to be to present the points of view that they are presenting.

Question:

He seemed to make the point that one run through, with badly prepared officials, and from that point on they would be prepared.

Mr. Cossetti:

I think not.

Question:

Mr. Cossetti, do you believe that (this is not a critical question -- just looking for facts, I really don't know the answer.) -- do you think the City of Pittsburgh, the people that live in the Metropolitan area, do you think they yearn for public television as much or a little bit more than they do for what is on commercial television which is sometimes more glamorous. You pointed up to it a little while ago but I wonder what you think. Do you think that the metropolitan part of Pittsburgh is as eager for public television as maybe the out-lying areas?

Mr. Cossetti:

I don't think you could differentiate the audience of WQED on that basis. I think the interest in the center city would be about as great as it would be throughout the area. And I think it would vary depending upon the program, there must have been times when (some of these programs I referred to) the listening audience that was following WQED was probably greater than anyone else. I think it would vary with the subject matter.

Question:

You don't have any extra money in the treasury though when you get through with each year do you?

Mr. Cossetti:

That is a rather sensitive issue on another account.

Mr. Kaiser:

I was interested in your comment on the average man in that we need to do something to attract him. The surveys have shown that we probably have more what they call "blue collar" workers in a Stanford University Survey than any other public television station in the country so we share your interest. What are your thoughts on how we can attract more of what ~~one~~ might call the large audience of average "blue collar" or whatever.

Mr. Cossetti:

I think by getting representative members of that group to give you their input and advices. I don't think that they will be capable of actually preparing a program or putting it on but they will be fully capable of telling their interests. I think even though you are not trying to appeal to a significant minority, when your appeal falls below a significant level you lose an audience and it damages your other programming.

Mr. Berman:

Thank you Mr. Cossetti. I would like to remind everyone to call

621-5808 and respond to Mr. Cossetti's challenge. We should hear from more people and in that way, by your calls to us, we can hear from more people, we can get the input and we can then respond with what the people want. That is what we are here to find out.

The next witness in our public hearing will be Senator Tom Lamb, Majority Senator of the State of Pennsylvania. Senator Lamb.

Senator Lamb:

Thank you very much Mr. Berman, members of the panel. I appreciate the invitation to make a presentation to you. In thinking about what I should say, I thought I might begin by paraphrasing Marc Antony, I didn't come here to bury public television nor did I come to overly praise it. I feel that public television does a most acceptable and excellent job with respect to national issues and what might be considered national programming. I am, for example, thinking about programs like the Advocates, Washington Week in Review, Bill Buckley's program, that type of programming. I think it a most extremely important and I think it fills a need. If I were to find any fault with public television I would probably find it in the area of what might be considered local coverage. Now when I say local I don't necessarily mean Pittsburgh and Allegheny County, I would possibly extend that to what is considered the state level and maybe because I have a little more familiarity with what is going on at the state level, I could possibly address myself to it. In my opinion, although I feel that public television covers what might be considered the issues at the state level I don't know that they actually explore them in depth. I don't know that they explore what I might consider significant issues in depth and possibly with the expertise they have at hand and then I might also find something wrong as I see it with what might be considered how they program these issues. Let me give you an example. Certainly you have seen as I have, and I have been part of many programs on television where leaders of the house and the senate, where political leaders are put on a stage and asked particular questions with respect to a particular issue and you can almost guess what the answer is going to be because of the political involvement of the parties. As the Democratic leader in the Senate, I may well be asked a question with respect to the Democratic administration and you can practically be certain that the position I take is going to be a position that the Democratic administration is taking. The position of whoever my Republican counterpart may be would be the position that the Republican party has taken. Now the people generally understand and know this already. If I were going to make a suggestion to you it would seem to me that it should be put in a little different way. What is the result if we

accept the "administration" point of view versus the point of view of the party out of power? Let's analyze that and let's go further into the example. One of the big issues in the state government today is budget and tax relief. Now how do you best show the people whether it is better to have tax relief or to have a service that the state is performing. If the state is keeping a hospital open, if it's providing a service that the people generally need, and if you would show that by returning a certain amount of taxes this particular institution or service might have to be done away with, I think they could better understand than what the issues happen to be. Not just because a Republican says this or a Democrat says that. I think also that public television could analyze with some depth what I said before, significant state issues. Now I just happen off the top of my head to think of the issue of lack of medical care in our rural communities. What could the state be doing to provide better medical care in our rural communities? It may turn out that they have to put more money into medical schools, maybe there are other plans that should be considered. Not from just what the cost to the taxpayer is going to be but what the result, the desired result, is going to be. It seems to me that public television cannot be a local news media. We have enough in the way of news media. It seems to me that local television in doing these things will sell itself. The members of this panel know the difficulty that public television faces when it comes budget time for example and one of the problems I think is that the people do not fully understand and accept public television as a governmental function. When they do understand that this is as necessary as some of the other functions in government there will not be the reluctance that I find in my position to support public television to the extent that it should be supported. Although, and I am not being critical when I say this, public television has to remember that it cannot sit in political judgment. It cannot draw as I see it, its own conclusions. It seems to me that it has to present the facts and then the public has to make its own political judgment. Basically these are the comments. One thing that has been brought to my attention. I am not sure I am in agreement but I think I ought to tell you there are people who feel that public television is too "liberal", that it does not present with the same extent of the conservative point of view on issues that it might present with the liberal point of view. Of course, this would vary with whatever the particular issue is but these are things that have come to my attention, these are things that people have talked to me about and I felt that I should bring them to your attention this evening.

Mr. Berman:

Senator, there is a thread that runs through many of your comments and it comes out education. Public broadcasting began as educational

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TV. I think what you are proposing is, a greater factor of pure education should go into the programming and if people are informed they can then make their judgment; be it political, social, economic, or whatever it is. That is what I gather from much of your comments. We shouldn't judge, we should supply the facts. On the other side, you said well when a member of the legislature makes a statement people will think it is party policy and what not, then isn't it incumbent upon the individual to educate what the party's views are rather than just have a conclusion. Does education run two ways? We are a vehicle and we can only extend out what comes into our lines. We are a mechanical device. We are a network.

Senator Lamb:

I am not saying that you should not interview and discuss with political personages what their respective party positions are, but I am just saying that you don't stop there. You maybe go a little bit further and say well now what is the logical conclusion from what you say, not necessarily in the same program but it seems to me that you do have somewhat of an obligation of a more in depth analyses of some of the problems. Now I realize budget, talent, staff, and all of these things are necessary possibly to better do this but I don't think it is sufficient to just sit and listen or have people listen to points of view without knowing what is the result of this point of view.

Question:

You stressed the local issues being very important. To what extent do you think public television should become involved in elections, in surveying the issues and the candidates? In giving time to the candidates?

Senator Lamb:

I think it would involve -- in all honesty they have to become involved. I don't know how you would do the things I am talking about without some understanding of what the people who are running for office think about. I think to the extent that you have the time available and you can program these things. I think you have to get involved not from the point of view of making a judgment but from the point of view of making sure that those who seek office have the opportunity of making their points known.

Mr. Hughes:

I would like to comment while Senator Lamb is still in the chair. We have been very fortunate in Pennsylvania to have bi-partisan support for public television from the beginning. As a majority leader in the Senate he has been steadfast in his support of public television. The same is true of his counterpart, Senator Richard Frame, Minority Leader from Franklin. That is also true on the House side. The Pennsylvania Public Television Network had its origin during the administration of Governor Raymond Shafer but it

has continued to have strong support from the administration of Governor Shapp. We are fortunate. Never once has public television been a partisan issue in Pennsylvania.

Senator Lamb:

It has been delayed a few times but eventually . . .

Mr. Hughes:

And it should be delayed and the amounts proposed should have been questioned. No responsible Senator or Representative will appropriate monies without the amount being justified and the needs shown.

Senator Lamb:

I might say this as just an aside. At one particular time when there was some real question as to whether or not money was going to be appropriated for public television and there was of course, a drive put on to make sure that the legislators knew about the value of public television and people would write . . . very seldom did I get a letter to indicate that they were for some of the programs I discussed, either news programs or national programs. I would say nine out of ten of them were children's programs, there is no question that the public, at least the children's parents, felt some deep involvement with those.

Mr. Berman:

Thank you Senator, we appreciate your giving your time and presenting your views.

I would like to remind you to call telephone number 621-5808 and present your views. Everyone in the listening audience can help us with our work. Our next witness will be Ms. Ellie Smeal. She is the President of Pittsburgh Chapter of National Organization for Women, called NOW. Ms. Smeal.

Ms. Smeal:

Hi. The National Organization for Women is the largest women's rights organization in the United States and the largest one in Pennsylvania. We are working with television stations across the country in trying to improve the image of women on television and we have been so far, primarily concentrating our efforts on commercial television. I don't know if any of you gentlemen know what we have been doing with commercial television but here for example, in the city of Pittsburgh, we have established Women's Advisory Councils at each of the three major commercial television stations. The purpose of these are to keep in the minds of the decision makers at the television stations the role of the image of women, and to try to improve it constantly. We are sorry to say that we are no more pleased with educational television than we are with commercial television in the area of the image of women. There are certain categories

that I would like to briefly address my remarks to. First of all, the ascertainment process itself, the employment of females at stations, programming and just the general over all image of role models centered on the educational parts of the programming. I understand that this is the first ascertainment procedure of its kind for you and I would hope that you can have this process and that it equally includes females. I understood that out of the 14 witnesses testifying there are two females. Looking at the panel, I need not say anything else, I guess. This is something that happens to NOW representatives again and again. When we come into hearing rooms and when we speak we tend to be the one or the two females that are speaking for that evening. Generally we are before hearings that have only males on their panel and there is no exception tonight. The problem is that we are constantly talking to groups of people that are not themselves representative of the public. In commercial television there are clearly specified ascertainment procedures and even with those ascertainment procedures our various commercial television stations, for instance, one in the city reviewed only 12% of their interviewees were females. You know what percentage of the population is female. I think that this having a call in -- allowing your viewers to call in -- is a vast improvement because at least, females will take advantage of that opportunity and call in. I imagine that the call ins will be far more representative of the population vis a vis female than the testimony. But we can improve that. There is no reason for example that there cannot be more females participating even in this ascertainment procedure. I know you probably selected so-called 'leaders' of the community. For every male leader in an organization there is a counter part in the female world. We do live, exist, and everyday we do do something. If there is a program for men, there is usually a counter program for women. If there are clergymen there are sodalities for women. I don't like a segregated world but we have a segregated world. And as long as we do, we have to at least seek out the females so they can represent their own views. You can't just do the traditional because if you do the traditional and go to the traditional sources for your testimony, you will find that the vast majority like tonight, 14 versus 2 will be males. Lets go to programming. I would like to address both children's programming and the adult programming. In children's programming there has been a lot of praise of educational television in the area for example of Sesame Street, Mr. Rogers, etc. Here again, NOW has not been very pleased. I don't know if you gentlemen are familiar with our national action about 18 months ago concerning Sesame Street. Sesame Street is supposed to be a model for television programming for youngsters. Unfortunately this model is a male model. Out of the 44 original muppet puppets 40 were male. After our action, and we went to all public television stations that were showing Sesame Street, and discussed this with them.

Not only the moppets but the entire pattern of the program -- the males instructing, teaching; little girls stand and watch while little boys play, and we talked to them about it. There was some improvement. Last year there tended to be a little more female role models but this year we are back again. There tends to be a lot of reruns and the reruns of Sesame Street this year, for example, they have a series of alphabet letters -- just to give you an example -- the letter D, the letter D is supposed to stand for all things that people can be. You can be this, this, this and that. You can guess -- there was one thing a girl could be. And that was a belly dancer. Of course, the more dignified role such as doctor, etc. were for males. These reruns, we are told, are there for economy measures but they are harmful and for a three year old -- you are three years old only once -- we have got to improve such role models. And I personally think that Sesame Street, which is supposed to be a model, could be much better. Our own Mr. Rogers, has primarily male role models. We have to put some female role models on a regular basis in there. He does have guests and his attitudes on women's issues are better than average but -- there is always the but, unfortunately -- there are no real regular female role models, even on that show. This is true in all children's programming. There just tends to be wherever people are doing positive functions, that it is a male doing it.

In your instructional television, the basic instruction in the area of science, it tends to be a male teacher. In the areas of English, the literary, it tends to be a female teacher. This kind of rigid and constant role models is present in not only instructional television but in all kinds of authoritative manners. For example, your sign offs, your station identifications tend to be male. In fact your entire employment of the people that are seen on television are predominantly male. Here at WQED, which I am more familiar with, being a resident of Pittsburgh, there are several female reporters but again the anchor, the person with the most authority is a male. And I am told that the WQED program is an exception with the number of females that they have and that they are presently employing. We are interested in not only in the employment of people on the air but we are also interested in the employment of your production people, your producers, your directors, your camera persons -- people -- not cameramen. We think that in every place where people are receiving pay the majority of the workers are male -- overwhelmingly. And we believe that in places where there are volunteers in the public broadcasting, the majority are females. I imagine and I don't know because I have not been in the back room where the people are answering the telephones but I imagine there are far more women answering the telephones than there are on the panel. We feel that we have to live in an integrated world. A world which reflects both males and females.

I don't think it is too much to ask that public television does at least as well as commercial television in their ascertainment and their affirmative action in employing women. We think that commercial television has a long, long, way to go. We are glad that they have entered into some agreements with NOW, nationwide and in the city of Pittsburgh in affirmative action in their area of females. We hope that we can have a continuous dialogue with public television and we would like to invite public television to also establish such advisory councils which will include women and men who are interested in improving the status of women so that we can on an on going basis, improve and reach a point which someday, and hope in the not too distant future, we will see an integrated world and provide the kind of role models our children deserve.

Question:

This has been a very excellent presentation and you certainly presented us with a number of important points and facts. In view of the excellent progress that has been made by NOW and feminists organizations in raising the self identity level of women and the consciousness of women and spurring women on to more none traditional careers, those that in the past have been dominated by men, I wonder what you would suggest in the way of what public television could do to make men more conscious of the discriminatory practice at the job level. Is there a role to be played there at all?

Ms. Smeal:

Oh! surely. That's one of the reasons why we think it would be excellent if we could get more programs that would address themselves seriously to the issues on a regular basis that women are facing. It is not only just jobs but there are so many myths in the areas of marriage, divorce and education. In the area of women's ability to perform different kinds of jobs let alone equal pay, etc. so we want some regular programming. I just noted in Renaissance Magazine this month's programming, there are only four programs that you could stretch in anyway to apply to our issue, even though in many ways you would have to say that an issue facing all the population, and certainly one of the major issues of this decade, deserves a little more time than that. There is no regular programming on women in this area. So I would say that this would be one way. Another way I think, would be to somehow express disapproval with some of the television presently being shown on public television. For example, David Susskind continuously makes sexist jokes, continuously puts down a very serious and just women's rights movement. He puts down in a way that is ridiculing. He keeps alive the myths that we are just a bunch of bra burners. That kind of think I think is stopped on commercial television. I don't think he would be permitted to get away with as many sexist things. Why? They are worried about losing their licenses. And besides I think they are

beginning to understand. You can do two things. You can positively change programming to put more in depth coverage of the issue and I think it would be very interesting. The subject is interesting and I think you could encourage those who are on the air to treat it with the dignity and the respect that this issue deserves.

Mr. Hughes:

In order to give credit, where credit is due, I would like to add that the creator of Sesame Street is a woman of very unusual talent, Joan Cooney.

Ms. Smeal:

That's right. And Ms. Cooney, if for example, wanted the television show to be a little different, I am told, and you could check this, that the original, one of the characters who is now a nurse, wanted to be a doctor. She is -- you can only do what you have to work with. I am saying that one of the reasons we are so intent upon Sesame Street is because it is better than so many other things in so many ways but in our issue and an issue that is vitally important to the little girls and boys that are watching, there is not the role models that should be there.

Mr. Berman:

Thank you, Ms. Smeal, for this excellent discourse between we who are going to extend it through to the final report that will be developed. I want you to know that you were correct. That there are many phone calls coming through asking why there are no women on this panel and in addition, no blacks. I wanted you to know that your observation has been repeated by a number of people. And I also want you to know that I am a member of NOW and I am a member because I want to know, and I receive lots of literature. I don't read it all but I read enough to get an idea of what the organization is trying to do and subscribe to most of the things. Thank you very much.

I would like you to be sure and remember to call 621-5808 and express your views and ask your questions. We will now have the next panelist, Mr. Arthur J. Edmunds, Executive Director of the Urban League of Pittsburgh.

Mr. Edmunds:

Thank you, Mr. Chairman. I think that you are going to hear many of the things of the previous speaker but with a little color added to it. The chairman said earlier in the testimony of another witness that public television began as educational television. The Urban League is also interested in education and I am taking you at your word when I was asked to tell where public broadcasting has failed and what it can do in the future. But I don't think I can do it in five minutes. Commercial

television is beholden to the advertisers' dollars and consequently his taste and demands in programming. Public television broadcasting is not. Your funding is from public money. And that public is not all white, or middle class, or anglo-saxon. In Western Pennsylvania WQED's public includes about one hundred and seventy five thousand black people. Yet despite an affirmative action program, the staff of WQED, in 1971, included only eight blacks out of 103 men and only four blacks out of 50 women. And in three years you have added the grand total of seven black women to these employment figures. But this is consistent with the national scene. Not one of the 230 public broadcasting stations across the country has a member of a minority in top management. Of the six thousand seven hundred and fifty employees in public broadcasting only 14 of the so-called officials or managers are minorities -- that is, black, spanish surnamed or oriental. In fact, we have lost ground nationally. In 1970 minority employment was 12.1%; in 1972 it dropped to 9.2%. These figures point out, I think, the exclusion of the minorities in top level planning and in such key positions as writers, producers, directors and performers, is the main reason for the lack of meaningful programming for minorities. To give an illustration of what I mean, last year, WQED reported to the FCC on 102 hours and 47 minutes of its February programming in 1973 and of that 102 plus hours, only 4 and 1/2 hours were directed specifically to black audiences. And 1 and 1/2 hours of that were repeats. On the national level public broadcasting has offered only two weekly programs, black journal and soul, both of which have frequently been threatened with extinction and Soul eventually went off the air. Here at WQED we have only one locally produced, black directed program, Black Horizons. I don't mean to cite these facts as an attack upon public television but point out how you might use the great power you have at your disposal to help the widely diversified public that you have in this area and to serve more effectively to better understand itself. You are in the business of education and you have the most effective technological means of influencing thought and behavior. Now how can you do that. Well, I have three specific suggestions to make.

First, I think you ought to increase the number and the variety of programs nationally and locally which reflect the history, the problems, the hopes, and the aspirations of the cultures outside the dominant one. These programs will dispel a lot of the myths that even TV has helped to create. And they may be uncomfortable for some of your listening audience as apparently Soul was. But growth is never easy. And the programs will benefit not only the white middle class but the minority audiences that you attract also.

Second, I think you ought to make an extraordinary effort to hire some of the growing number of talented young black writers, producers, directors, and performers for your key positions here. Telling the black story

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without them is impossible. They have the insight, the ideas, and the direction that you need. And see to it that they have a chance to move up to the top management position. Minority input in any organization is not achieved by a black man recording a white man's thoughts.

And third, which I think is most obvious is to reach out into the community and make use of the resources you have right here in your own back yard. An on-going Advisory Committee composed of representatives from the black community and other social and ethnic minorities, brainstorming regularly with the staff here at WQED might well produce some truly original programming ideas. There are several other things that I could mention but I think that my time is up and I know you are running behind schedule. But I do appreciate the opportunity to present some of the views as the Urban League of Pittsburgh sees them.

Question:

Art--what is the single most important problem in the education of young blacks to which public television could direct its attention?

Mr. Edmunds:

I think in looking at the program as I see it and I would confess that I don't have the time to view it with the regularity of most other people, but being a subscriber and taking Renaissance I see the programming and I get to watch it now and then. But I think it tends to reinforce many of the stereotypes that we have prevalent in this community. I think a wider range of programming with more extensive use of black people would be helpful to the young black mind.

Mr. Kaiser:

I have a question regarding the local black programming, Black Horizons. Of all the various variety of programs that have been attempted, black soap operas, public affairs, cultural, etc. what do you see as the greatest need or the kind of programming that could have the greatest pay off in terms of dividends of service in the black programming?

Mr. Edmunds:

First of all, I think that we ought to do something about the quality of talent that we get and I don't have a specific answer as to where to find that but I know it exists as I have visited other communities and talent in the area. I think we ought to bring that in and try to utilize it on a much more extensive and regular basis. I think the regularity of so many of the program ideas that leave the black community with the feeling

that this is only going to be tried for a short period of time and then it is going to go away. Eventually that is what happens but we need something on an on going basis.

Mr. Berman:

Thank you, Mr. Edmunds, we appreciate your views, your observations, and I would like to remind the people to call 621-5808. We are anxious to hear from you, we have telephone operator persons who are handling the calls. I would believe that Ms. Smeal is right, that over half of them are females. Our next panelist will be the Honorable Richard T. Wentley, Judge of the Court of Common Pleas of Allegheny County. Judge Wentley.

Judge Wentley:

In preparing my remarks to you tonight I decided to stay away from what should generally be done and sort of address myself to the judicial field but as I was sitting out there listening, I feel compelled to make one remark. Over the years and my first appearance on here was as a law student in 1953, did you ever get the feeling that somehow our station doesn't have a sense of humor? As I sat here all night long, everybody is so serious, and I know the problems are serious, I know that we need on-going relationships on a meaningful basis and overviews and I understand all those words but I wish as Pittsburghers someday we would laugh and we would talk about the things -- we are a humorous people. We are people with a sense of humor and I think we survive because of it and I think more important than the two points that I want to make tonight is the fact that --- why don't we relax sometime at WQED and why don't we laugh at ourselves, why don't we see ourselves as we really are and why don't we be not quite so impressed with how important we are and how important what we have to say might be.

With that as an introduction, the two things that I would suggest in my field as a judge and one is a nuts and bolts type of thing. Chief Justice Warren Burger once said about a month and a half ago--that he deplores the lack of good advocacy in the courts today. The trial lawyer of today is not the star, not the master, that we knew of the past. The Daniel Webster who more or less shaped our country, who interpreted our constitution, who brought a vibrance to our belief in government, that we are producing from the law schools people who are somehow motivated, who want to get into social problems but somehow don't have the knowledge or knack of the lawyer. And it occurred to me that WQED could do quite a bit of work -- I know the work you do in public schools in reaching a student in a field -- I would like to see you devote yourself to portraying to the law student today first what an advocate should be. He watches Perry Mason and he watches Owen Marshall, and he gets a terribly wrong

impression about what a lawyer is. I attended the trial judges college in Reno where we had films of the Chicago Seven, where we watched the Bobby Seal trial and it occurs to me that you could do a tremendous job. If law students could get some idea of how an advocate should present his case. I have young lawyers in court today, who think they are Owen Marshall and Perry Mason, who have no idea how to properly argue a case, how to really cross examine a witness. They are still waiting for somebody in the back of the room to get up just before the commercial and say I did it. But it just doesn't happen. But to stir deeper waters for a moment, there is a matter of great concern to me and one that you in public television might want to consider. We have in the last fifteen years, converted every major social problem into a legal question. When you talk about the problems of the blacks, when you talk about the problems of women, ecology and Watergate -- any question you care to name, society has a tendency to sort of cop out. The problem is sort of overwhelming. Even the energy crisis is now becoming a legal question because society just can't cope with the problem so it is easier to say we will convert it into a legal problem and we will hand it to the courts and let them decide it. I don't think that we are shirking from our duty. I think we have met each of these challenges beginning in the fifties with Alabama with the sit-ins, beginning with the Brown case where we decided that separate but equal would no longer be the law. I am not saying that we shouldn't do that but I am saying that you ought to take a serious look at what are we doing with society today. If every problem that is too difficult to be met head on is converted into a legal problem, you are going to make of your judges, gods, and frankly we are more than mortal. We are trained as lawyers and I think that we are competent as lawyers, and I feel that we are trained properly within our profession. But when you ask us and give us the awesome responsibility of saying what will be the view of society tomorrow, you are giving judges more power than they should have. If I were running a public television station, I would be fascinated by the notion of the shift in power that is occurring today. I would wonder why should John Sirica (and I think he is a great judge,) why should any of the other judges suddenly be dictating to the populus. The very thing upon which we were founded was the notion that we must pump up from all of the people the best that they have within them and from that make our decisions and turn over to those within their own special field to carry on what we want done. I am very worried that in the last 15 years, beginning perhaps in the mid 50's, we decided to let the judicial branch of government have power that the constitution never intended and power that we are not really competent to exercise; power that I don't think the general public really wants us to do. I suggest that the public is copping out by making everything a legal

question. If I had a public channel I would investigate that and find out if I am right in what I say and if so where are we headed? Those are the remarks that I have for tonight.

Mr. Leonard:

A challenge on a very serious question but you started off with a note of humor and I am trying to find a way to frame this as a question -- I am not sure how it is going but it seems to me that you were suggesting that there is a good deal of native humor around and that you are differentiating between that and some of the contrived humor which we often attempt to inject into programs as a way of doing just this kind of thing. Apparently I am correct in that.

Judge Wentley:

Yes, I think we are a rather lusty people. When we come to WQED, which is our station, I feel that we are kind of insulated. I don't feel the Western Pennsylvania attitude that we can laugh at ourselves, that we can somehow muddle through. Once we come into these studios we become so important and all so serious that we know all the answers to everybody's problems and I have not seen a real Western Pennsylvanian laugh on WQED in a long time.

Mr. Berman:

I want to thank you Judge Wentley for your presentation. You brought a new light into our program tonight in that we should look at ourselves more often. That's an innovation. We seem to be looking at ourselves but we seem to like what we see and then we continue it. You challenge that and this is very healthy.

This public hearing will continue in a few minutes.

John Roberts:

Well, what do you think? Judge Richard Wentley may be right, for that reason John Roberts will now smile and take a break on WQED. This is WQED, your public television station. Smile with us and help us plan for the future. Public television, WQED, one of the seven public television stations, all interconnected through the facilities of the Pennsylvania Public Television Network. You also own that network and for that reason we are asking you tonight to help us determine what should WQED be; what should all those interconnected stations be doing in your interest, all the publics. You have an opportunity as Mr. Berman, Chairman of the PPTN Network Commission has just reminded you for input tonight. The operators (we haven't taken a count, whether it's five women or five men), they are all offering their

help tonight, are waiting to take your call. 621-5808. We are getting many calls. Be sure your call, your input, your observation becomes a part of the official final document in this year long ascertainment survey that we are a part of tonight in this public hearing. 621-5808. No joke, I need glasses to remind you -- there are a lot of people who make public television happen and we urge you again to call now and be one of those people. Be a part of the hearing to determine what we should be doing in the future. So I ask you to make it your business, do it as succinctly and as briefly as you can, so that other people calling can have their opportunity to be recorded. Right now to give us an example of what has already happened on public television by people like you and me and others working together, let's meet some people who work together.

MUSIC

We gotta all work together
to get our good job done.
Everybody's gotta do his part,
each and everyone.
Oh, yea, we gotta all work together
to get our good job done.

Now, it takes a lot of men
to build a great big building,
reaching towards the sky,
but no one person working
all alone could ever make that building rise.

Everybody's gotta do his part til the building is up high as the sky.
Oh yea, we gotta all work together
to get our good job done.
We gotta all work together.

We all have to work together, think together, as we are doing in this live televised public hearing at WQED studio A tonight. Let's go to our next witness and to the man conducting and chairing this commission hearing tonight -- PPTN Commission -- simply because he is Chairman of the Pennsylvania Public Television Network Commission, Mr. Philip Berman.

Mr. Berman:

Mr. George Thomas will be our next witness. He is Director of Public Information for the County of Allegheny. He is representing the Honorable Leonard C. Staisey, Commissioner.

Mr. Thomas:

Mr. Chairman, gentlemen, on behalf of the Allegheny County Commissioner Mr. Staisey, the Board of County Commissioners, thank you for inviting us to testify tonight. The chairman regrets very much that he cannot be here in person but he had a previous commitment which prevents him from being here. Although I spent 16 years in commercial television, it was mostly behind the camera, so forgive a little nervousness. I did not have any humorous comments in my remarks tonight but Judge Wentley perhaps triggered a memorable event which involves John Roberts of WQED. Years ago we worked together in a commercial television station and a good musical came to town and I called for tickets and they said "we don't have tickets for you." I told John my problem and he said that perhaps they would give tickets to a name they recognized. I said can I use your name and he said sure go ahead. So I called back and I said, do you have tickets for John Roberts and the man said "Oh, surely" so that afternoon I went to pick them up. As I took the tickets from the window and checked the seats, I heard him turn to the man at the other window and say "he looks like the devil without his make up."

I hope I can reflect the county's general views on public television because the county commissioners do in fact believe that public television is the People's Business. One thing we believe that public television ought to do is that it ought to recognize the fact that one thing that is confusing the public today and the average citizen is the lack of understanding of the mechanics of government -- especially county government. I think that if the public television stations were to televise a complete meeting of the county commissioners that the people would then see how we conduct our business, where it is conducted, how the various items come up for the agenda. This understanding of how government works and seeing it first hand would help to stimulate confidence in government. People hear and read what the county commissioners do but they seldom see them doing it. They ought to see that the chief clerk reads the proposal in a public meeting in the gold room of the county court house and the commissioners discuss it openly and vote on it. And by the way they vote, generally 95% of the time, they vote favorably -- all three of them. It is a bi-partisan vote. The people ought to see that the commissioners take a significant program area and they present it so that it reaches the people for whom the program was designed. The drama that unfolds every Thursday morning at the public meetings are witnessed only by a handful of people. Sometimes we have ten or twelve people, sometimes if we are fortunate and if there is a controversial item on the agenda that has been publicized in advance, we will fill the hall, which holds 175, but generally we only have a handful of people there. Here is where the county

collects and spends, this year a hundred and seventy six million dollars from the people and will spend it for the people. Certainly they ought to have a great deal of interest in that. By the way, we have permanent television lights already established in the Gold Room, for news cameras so the lights are already in place. Secondly, public TV can be very helpful to government in doing in depth documentaries on significant programs, for example, having people understanding what role Kane Hospital plays in the community. Who it cares for. Where do they come from? Why do we care for them? What is the quality of service to these people? And why is this necessary and what does it cost? Also, a number of issues arise from time to time of general concern, there ought to be in depth statements on these issues pro and con, such as WQED did on the transit hearings a few years ago. Through that dimension (that was an excellent coverage by the way) public television -- we made all of Allegheny County a town hall. The hearings were televised from beginning to end, unedited and they were very well accepted. The current series of mini-documentaries on WQED relating to county services to the public was also very good. It doesn't matter whether these in depth reports are live or on tape but the time does matter. It should be shown in prime time and not just once but several times over a reasonable period of time so that many persons can see them. One area that has not been fully reported is the concern about our senior citizens for instance. Why county programs are being done? Why more can't be done? What it costs? On one of the cameras we have a chart of the county government. It will show the complexity of county government. You can see there are about 65 programs and services offered by county government. They vary all over the map so to speak. Our public information bureau distributes informative maps and guides and charts to the public but we do so only through meetings and schools. An announcement or two or three on a public television station, we are convinced, could help us distribute thousands of these. We have them setting in our office, they should be in the hands of the people. Another thing that we are concerned about and would like to see more of are what we call spots in the business, 10 or 20 second or one minute public service spots, regarding county programs would be very helpful. Frequent announcements regarding free immunization programs by the Health Department. The effect of change of weather on some of our services, county police work, recreation, and other areas of public concern. Commissioner Staisey asked me to quote him directly at this point, so it is in first person but it is Commissioner Staisey's words.

"One difficulty governmental officials have is that the media presents the controversy in government. I think it is up to public television to

present the problem and the alternative solutions. Programming two opposite political leaders on the air arguing with one another is not the answer. There ought to be an objective statement of the problem and what the alternatives are, what can be done about it within the framework of our tax structure and what money we have available. That would be a constructive kind of discussion. I think that more should be done by public television to show why there is such a gap between the needs of the people and the response to those needs on the part of elected officials, and one of the big problems is the lack of resources. And even if you have resources, you have a tremendous bureaucracy between the people and their elected officials. Frequently their problems get lost in the maze of offices. Television can perform a tremendous public service in the areas outlined here. Live broadcasts of commissioner's public meetings, in depth documentaries on significant programs of local interest and repeating these programs at various times so that many can see them; brief announcements on what we call commercial spots in television reminding the general public of the many services provided by their county government and finally the need for a fair presentation of controversial and significant subjects and the ideal area for interpretative journalism. The possibilities are tremendous and the county commissioners extend a willing and helpful hand."

And as you know the county makes an annual contribution to WQED and I am here to ask you, what can we do further to work with you?

Mr. Kaiser:

We thank you for the invitation to attend the meetings and we might accept that invitation in the future. I was impressed with the comment you made concerning the stating of the problem and considering the alternatives. Can you give us a few examples of some of the problems you think would be worth pursuing and particularly while we have our Pennsylvania Public Television Network people here tonight. Could you give us some examples which may be worthy of sharing throughout the state? That would be common?

Mr. Thomas:

I would mention mass transit. I think that would be an understatement. We have -- I don't need to go into detail into the political implications there and the charges on both sides. Other areas -- of course, we are on all sorts of police work. There is a lot of controversy as to where the jurisdictions lie, who should do what in police work. Of course, health services, we have pretty well solved in a joint city-county situation.

Mr. Berman:

Well, thank you, Mr. Thomas, you presented a very interesting

proposition. You got down to some basics and you brought in a little levity which was quite important.

Be sure and call 621-5808 and bring us your concerns, your questions, your interest in public broadcasting. Our next witness will be Dr. David W. Clare, President of the Allegheny County Medical Society.

Dr. Clare:

Distinguished members of the panel, Mr. Anderson, Mr. Hughes, Mr. Berman, Dr. Eddy, Mr. Leonard, Mr. Kaiser, Mr. Roberts, and fellow citizens. I come here tonight representing some two thousand physicians in the area. First, I would like to say that the medical health programs viewed over WQED have been excellent and all have been well received by the public and the profession alike. Secondly, in all fairness, while a lot of these programs have been of high quality they have been in the opinion of some, too few and too far in between. Good educational TV programs are usually thought of as being learning experiences or as providing new insights or as challenging old ideas or as stimulating and satisfying our aesthetic and artistic natures. Plus quite a number of other things much better defined and described by you than myself. However, in the field of health education, the role of public educational TV must of necessity take on a new parameter. Namely, one of not only informing but also of motivating the viewing public toward behavior which promotes better health and less sickness. For example, educational TV should make you want to abandon Marlboro Country rather than forsaking job, family, and friends to join it. Gentlemen, here there is a conflict. Here there is a role to be played and here is an obligation to be met. Just yesterday I learned that the family doctor may soon not be able to make the decision that a sick patient who he has just examined should be admitted to the hospital. It may be that he will have to ask permission of the federal employee, probably a nurse, who will control admission to the hospital for at least the elderly and the economically disadvantaged, on behalf of the Department of Health, Education and Welfare and with the aid of a mimeographed set of instructions. Some of you may have heard of this but perhaps not. I am sure a few doctors and none of the involved public have now or ever will have a very clear idea of what could be happening unless someone presents these things to the public; unless someone looks at the proposed health care legislation and health care regulations before the fact when the public concern can be expressed in an effective manner. I think that someone should be WQED for the people of Pittsburgh and the tri state area. But are the people concerned? The politicians think so and so do I. Good health care for all is the battle cry.

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It will soon be one of the rights of the people of these United States and so it should be. But with all inalienable rights goes certain unavoidable obligations and the public should be informed of both. We must teach and they must learn what is important for them to know about cancer, hypertension, diabetes, heart attacks, strokes, accidents, birth defects, and many other matters. This no longer is a public service but in fact, an obligation of government. All public educational TV stations are, I believe getting larger grants from the federal government as foundation funds are drying up. Certainly health care educational programs, should in my opinion, become a point of leverage for more adequate support from tax monies. In closing may I say that the doctors wish you well -- more than that we promise you our support in all your efforts but especially those directed toward the education of the public in health matters.

Mr. Berman:

Dr. Clare, your presentation was excellent. You relate to where we should be helping ourselves by taking advantage of it -- I am talking about every citizen. I think you as a member of the medical profession want to provide some resource and it is up to us to take advantage of it and we appreciate your offering and I think this way can enhance the good life for every member of this commonwealth and every citizen of the United States. Thank you very much.

Our next witness will be Mr. Albert Fondy, President of the Pittsburgh Federation of Teachers. Mr. Fondy.

Mr. Fondy:

Obviously I am speaking personally but I hope, at least to some degree, that I speak for the membership of the Pittsburgh Federation of Teachers and of the teaching profession itself, as well as from the view point of unions in this nation and the union movement. Since I am associated with public education and with a public employee union I am quite conscious of the need to express those things that are positive about an enterprise. We are quite use to criticisms in public education and in unions, I think I ought to start out by saying that I think that television does in general a very fine job and a job that is not done by any other enterprise. I would start out by saying that the news documentaries and the discussions of issues, the analysis of news, the personal interviews of major national figures, are critical services that are provided by public television that are well done and that I think are only in need of better publicity so the general public is aware of their airing. The entertainment and educational programming that is on public television for pre-school children is another vital service and again here the only need is for expansion of such programs. These programs are obviously not only vital to children but they are certainly welcomed by the parents and I don't see how you can go wrong with programs

that appeal to both children and their parents. Possibly an area for expansion would also be that of programs that are designed for adolescents. Programs that could possibly be publicized through the public and parochial schools by distribution of information directly at the schools to the children of those schools about programs that will be on public television of interest to adolescent children. I would like to point out that some teachers use public television for assignment for areas of social studies, science, English, etc. Public television can certainly be valuable in airing such programs involving health education and safety education that are both important and interesting to all children but I think it is important to point out -- I don't say this because of any narrow or partisan concerns of teachers -- that the actual conduct of classes for elementary and secondary youngsters on TV, teachers have found not to be very effective at all. They are not very interesting in general to the youngsters. If it is difficult to maintain interest in youngsters in the regular classes, it is even more difficult to do it when the program is shown on TV. So I don't think that is an area that has proven to be a very valuable one and any over-stress on that would be misdirected. I would say that public television might be described certainly as a supplement to public education but hardly an alternative. I might add that public schools have on occasion been served on public television by the televising of in-service programs to teachers and other school staff, and this is certainly a useful function that television can serve. I might add that orientation meetings for faculty here in our own school system have been conducted over public television. I don't want to say that has been overly effective but as far as teachers are concerned that beats traveling to some central point to listen to those kinds of presentations. We would just as soon hear it over television and then go on about our business. We do hear a lot in public schools as you do on television, particularly public television, about the need (and it is certainly a just thing we hear about) to present the role of minority races, women, and the role of minority cultures, etc. but I think when we talk about these inadequacies in our schools and in public television, I think we would be remiss if we didn't also add to the list of those areas that aren't adequately presented -- the role of unions in our society. I think if you take a look at public education text books in our schools, take a look at your program formats on public television, you will find that the role of the union movement in our history is either not presented at all, inadequately presented, or rather negatively presented. And I think it would be quite fair to say some historical lessons to all working people about where working people have been and where they have come largely through the efforts of unions in the nation would be a vital service to all citizens, and certainly an area that I would be remiss if I did not call to your attention.

I might add that there has been televising to some extent here and in some cities of school board hearings and meetings. This device can be somewhat useful I suppose but in general the image created by the televising of school board meetings (through no fault of the televising process) through the kinds of things discussed at school board meetings presents a largely negative impression of what goes on in the schools. That simply is due to the fact that the kinds of things brought up at school board meetings are primarily complaints about things to be viewed as inadequate or discussion of problems that exist in the school system. So it would be important in televising school board meetings that we try to give as balanced presentation as possible so that the image created of the school is not a solely negative one. In summation I would simply say that I would like to commend public television for the job it does, for the service that it provides, and I think that you should be proud of the record you have established and simply work to improve the services that you provide.

Question:

You mentioned, Mr. Fondy, in-service training for teachers. Could you give some examples, where public television could help the most? What are two or three of the most serious problems that teachers face that could be addressed by public television?

Mr. Fondy:

I could discuss particular problems. I am wary about what can be accomplished by trying to speak to teachers about how they can better perform their jobs. I don't mean to duck your question but what I am trying to say is that is why public television is valuable because you can present the same message to all the teachers at the same time if you have some program, whatever it might be, how to teach reading, how to provide instruction in reading if you are not teaching reading or English, if you have persons who can offer something in that area there are two ways they can do it. One would be to visit school site after school site or to try to get a general meeting of all teachers. The value of television is that you can hit the whole audience all at one time. That is why I am mentioning the program for students. I again mention that certain kinds of programs would be of interest and value to all students; I am talking about health or safety because you can talk to a certain age of student or all students at once. When you start trying to direct television programs in different subject areas, you run into all kinds of problems in addition to maintaining the interest of the student, namely where are students at during the day in the school, how do you hit this group of students and that group of students, etc.

Question:

Well, let me give you an example and see how you react to it. What about discipline in the classroom? This is something that I assume the teachers

look to the home for help, the parents ought to be concerned about. Many of us who have students in school are aware of problems of discipline in the classroom but we're not sure what is happening in the classroom. We're not sure what we should be doing to reinforce the teacher, for example, in dealing with particular disciplinary problems. Is there some way in which programs could help both the parents and the teacher and leave the student out of it for the moment and look at the two adult forces on either side.

Mr. Fondy:

Well, I wish there were but I really doubt it. I would agree that discipline in the school is, if not the main concern of teachers, one of the top two or three concerns of teachers. I think it is the major one. How in-service programs can help in dealing with discipline problems I haven't been shown yet. There are different ways to handle school discipline, to manage a classroom and wholly conflicting methods used by different teachers successfully.

Question:

Well, wouldn't it be important to point out to the parents and to the public generally the wholly different ways of conducting a classroom in order to handle disciplinary problems? I have the feeling that you feel that public television doesn't have a role to play in education.

Mr. Fondy:

Oh, no! I didn't try to give that impression but to say that public television has a role in trying to maintain discipline in the classroom I think is stretching the point a little bit.

Question:

Not even to educating the parents?

Mr. Fondy:

I guess it couldn't hurt in that regard. Certainly one of the first devices a teacher uses when there is a disciplinary problem is to contact the parent. Very often that is the most useful method that can be gotten to. But for example, whether a public television program will ever really reach parents is probably questionable. A lot of parents are at work during the day, etc. and I just don't see that as a practical device.

Question:

I am speaking in terms of an evening program, for instance.

Mr. Fondy:

Well, I think a lot of parents might be interested in other fare that is on television rather than a program on dealing with how to improve discipline

in the home or discipline with their children. We have for example, open house nights in schools and again the number of parents that come is not overly encouraging but I think it is a fact of life that we have to face. If you hold a hearing you should not be discouraged about the fact that the members will not all come to the meeting unless a crisis is involved. I think that is one of the things that we live with.

Mr. Hughes:

I want to agree with Mr. Fondy that we have tended to reduce the image, if not the role, of education in public television. I think this is regrettable. It came about through the enactment of the Broadcasting Act of 1967 when the name was changed from educational broadcasting to public broadcasting. It is important to recall that public broadcasting had its origin in this country 50 years ago, on the college campuses with educational radio stations. They have served a useful role and the role of education in public broadcasting is a major one and yet because the name is no longer there we tend to forget that public television and public broadcasting are largely educational in nature.

Mr. Fondy:

I would certainly endorse that statement.

Mr. Berman:

Mr. Fondy, I was just wondering -- various of the witnesses here expressed divergent points of view. One thought we should televise state legislative processes. Others felt that at the city level it wouldn't be practical and at the county level, it would be desirable. You talked about school board meetings -- don't you think if they were televised, the level of the subjects discussed and the manner will be improved to such an extent that televising them makes for better government at all levels. People react to an audience.

Mr. Fondy:

Yes, I think that is true. The caution that I was presenting was simply that if statements are made alleging that such and such is the case, it is necessary that that item be attested to by those who know if that is so or if it is not a true statement that the facts be presented. I know myself as I sit at a school board meeting, if some information is given that I know is incorrect, I frequently try to correct it right on the spot, because you can't correct an error unless you do it right when it takes place. If the error takes place on television you have a lot more correcting to do unless you do it right on the spot and you can be assured that if hearings are televised, I guarantee you that if statements are made that are contrary to the facts, I will certainly make the effort to correct them right on the spot.

Mr. Kaiser:

I was interested in your comment on the role of unions being neglected. I think that is true. How can that be remedied? What do you see on public television that could remedy this?

Mr. Fondy:

I think first of all some documentaries on the history of the union movement. What brought about the union movement in this country are essential in the schools themselves as well as on public television. For instance, at WQED we have a great deal of information in television concerning the fight of the miners for democracy, to restore proper operation of their union, etc, and other than that, a great concentration of the whole conflict in the United Mine Workers union but with that single exception, and that is not a wholly positive reflection on unions, I might add, but that is the only television I have seen on public television dealing with the union movement. I think since we are talking about public television, we have to present a balanced viewpoint and there are an awful lot of unions in the country. The United Mine Workers is one of the earliest and one of the most important unions but again we have to present a balanced viewpoint, to present the role of unions. For example, in our society the organized union movement represents the only significant financially backed alternative to the monied interest in the nation, really. To an awful lot of citizens, the only thing they hear about unions, is the strikes and many react negatively to strikes and regard unions and strikes as their enemy when unions are closer to the average citizen than any other similar kind of body in the nation, really. The AFL/CIO for example maintains a national staff of legal counsel to protect the rights of union members and non-members of unions, a national staff of economists to maintain integrity in government reporting on economic facts in this nation, etc. And all these kinds of things escape the average citizen entirely and if they cannot be presented adequately on regular television they certainly could be presented in an adequate and interesting way on public television, I think.

Mr. Berman:

Mr. Fondy, we thank you for your presentation. You were most informative and helpful in our deliberation. Our next witness will be Dr. Mary Molyneaux, she is Assistant Superintendent of the Pittsburgh Public School system representing the Superintendent, Dr. Jerry Olsen.

Dr. Molyneaux:

As the other woman on the program this evening, may I say that I fully concurred with everything that Ellie Smeal said and I was hoping to have an opportunity to say to her 'Right on, Ellie' but I think she left a few minutes ago. As a school representative I am going to concentrate on the schools and the school community as it relates to public television and as I make my comments I am

going to say some things that public television and WQED in particular are doing well.

One of the major areas in which we have an interest in the schools is in the instructional programs for the students during the day. Now Mr. Fondy indicated that these did not seem to be very effective and we agree that there is a problem on the secondary level. However, these programs go across very well on the elementary level, and we have quite a large viewing audience. I think the reason they are so successful is because of the manner in which the programs are chosen in the first place. There is a very effective management process that has gone through here. There is an advisory committee, as many of you probably know, made up of school people in the participating schools that meet regularly twice a month. Their chairman goes to New York to view national programs, comes back to make recommendations and before any selections are made there is a full week when these programs are viewed in the school by teachers selected for the purpose and they then rate the programs and the final selection of the programs that are going to be shown in the school is made as a result of the polls and the evaluation sent in by the teachers and, therefore, we do have programs, I feel, which are very effective.

I think we can do more on the secondary level than we have been doing and I think it is something that we need to look into. I think by using Channel 16 in the schools we can overcome some of the scheduling problems and I would hope we would be able to continue to work to improve secondary in-school viewing. I think there are a number of the general interest programs that are especially appreciated by particularly high school students. These are generally high quality programs and a number of students are listening in from what we gather and what they tell us. I think one of the greatest examples that we hear most often were the Alistair Cooke Henry VIII viewings that were given a number of years ago. We also find a number of our students are interested in the Pops concerts. In the various news programs, Newsroom, the Sunday night Jazz series. These are excellent programs and do have appeal and we're happy when students are interested in viewing something other than the commercial type of program. We feel that with additional funding, certainly you could do more of a high quality literary or historical type of program. I concur also with what Art Edmunds said a little bit ago when he spoke of the tremendous opportunities that television has to give the life and history of multi-ethnic and various minority groups. Certainly here in Pittsburgh we have the richness of the background and these are the types of programs that would be especially interesting. We are especially interested in the schools that students are learning to have respect for their own nationality or own minority group and we feel that everything that could be done on public television, particularly to reinforce this is certainly positive in improving the self-image of students.

Another area that I would like to see pursued is programs that will inform visually, on-the-spot lessons within the schools, areas of teaching within the schools. This does present some technical problems but I think they can be overcome. I think parents have very little idea of what actually happens in the classroom, and while we say that you get an artificial kind of an attitude when a program is being taken by air, radio, or any kind of program when it is being produced, I think our children are becoming more sophisticated these days. They are getting very used to having video taping done in the classroom and after they have once seen themselves and know what it is they go about their work and they forget about it and I think it would be an excellent medium to inform, visually, actually, what is happening in the classrooms, and give parents the real view rather than what the children say they do in school. You know, 'What did you do in school today? Nothing.' And I think parents would welcome this opportunity and it is certainly a way in which we could get across our programs in a rather effective manner. I think it is important however that these be done without editorial comment, without expressing an attitude, simply to inform. Bring the people the programs, they will make up their own ideas about their quality if they have an opportunity to see them.

I think another area in which we can work with the schools and the schools with public television is in the area of community concern. I think particularly of a year or two ago when the schools were doing a great deal about drugs. They still are but it was in some of our initial emphasis -- on the use of drugs. WQED did an excellent program which they produced themselves, which tied the schools in very nicely. And we were encouraging students and their parents to sit down together and look at these programs. I don't know how many did but certainly it is an opportunity for children and parents to sit down and have something to discuss and I think that there are a number of areas -- for example, VD, alcoholism, ecology, energy saving. Many public problems which parents, the students, the schools and public television can share together. I think that it gives students the feeling that the things they are doing in school really are important and certainly they have a place in public affairs. I think a good deal more can be done in the area of staff development than is being done. We have had some experiences with this in Pittsburgh in the schools and it has gone over very well.

I recall some years ago when the new math came out and the question was how are we going to get all teachers going in new math at once? I guess some people think that we never did quite get going. But nevertheless, there was a series of after-school in-service programs with teachers who were teaching math. There was a half-hour presentation followed by a half-hour discussion. There was a program and agenda that went along with this suggestion for discussion. I found these, as a principal, to be especially helpful to get a group of teachers going in an entirely new area.

Both this year and last year we have had programs on Channel 16 with teachers in helping to interpret achievement test results. These were followed up with visits by the supervisors who sat down and discussed it with the teachers. We found it very helpful and we are finding that teachers are looking a good deal more at test results now than when they simply gave them and sat down and gave a cursory look at what the results were. So, a great deal can be done. I know there has been talk about university courses being given over television, I think there are some possibilities in this field as well. There is another area that I feel very strongly about and perhaps more so than any others I have spoken of. I wish it were possible for us to have high school apprenticeships for 11th and 12th graders in the television studio. Not just from the vocational technical, not that student especially, although he would be included for the technical aspects of production, but in the terms of script writing, news writing, photography, the area of promotion and public relations. The art student in the area of TV sets. One of the most difficult problems, I think you will acknowledge, is to keep the high school student interested in the 11th and 12th grade when he gets all of his required subjects done and we are sorry to say that too often he says "I am going to put in my time my last year." We have a real concern about this as students do and as many parents have likewise. There are many ways in which we could give students the experiences in the field and certainly public television would be an excellent area in which we could have children, young men and women serving apprenticeships for high school credit. We certainly appreciate this opportunity to talk with you this evening. And if there is anything that we in the schools can do to assist in making both of our efforts better, we will certainly cooperate with you.

Mr. Berman:

We want to thank you Dr. Molyneaux for your wonderful and rather complete presentation. I think what we got from what you said is that we are doing a lot of things right, we should do more of them and relate a little more and a little better. For this we appreciate your comments.

I would like to report we are only on the air for a few more minutes, if anyone would like to call in 621-5808, we do have our operators rather busy. We have hundreds of questions and concerns and opinions phoned in. All of this will be made part of the study and the report. We appreciate your interest and as our last witness for this evening, Mr. Gardner McBride, Director of Membership for the Chamber of Commerce of Greater Pittsburgh.

Mr. McBride:

Gentlemen of the Commission it is a pleasure to be here on behalf of the business community of Pittsburgh. It is really no question in anybody's

mind in our executive committee when we brought this up that public television is making a real impact on the community life of Pittsburgh. We are particularly in my own family, kind of interested. I have led many symphonies in the privacy of my own living room and waving my arms as wild as any conductor ever has and my little daughter is becoming a regular victor to Mr. Rogers' Neighborhood. If she is watching this tonight she is up too late. We have had so many good things that we have seen about public television that the Chamber of Commerce has only two requests to make of this Commission this evening and the first one would be that we might perhaps see a bit more of programming directed at some of the great problems that business faces between now and the year 2000. Some of the great problems are great, for example, a tremendous need for capital. A tremendous need for the money to enlarge some of the basic industries in the country. It is estimated for example in the are of materials industries and energy related industries that we would need between now and the year 2000 over the next 311 months between now and then, 3.4 billion dollars per month of new investments to meet America's needs and these new investments must be made on the part of the only sector of the country that can create jobs in a new and exciting way and that is the business community. We would like to see some investigative reporting within the scope perhaps of the recommendations of the Carnegie Commission on Educational Television where we could talk about local needs of local businesses and the impact that local business has on our Pittsburgh based economy. Second need would be perhaps if you could help us answer a problem that Mr. James Kilpatrick pointed out today in the Pittsburgh press column, when he said from the age of about 11 on, young people began to say that they don't trust business. Now he kind of contradicts the statement made January 6th in the New York Times that more and more students in the colleges and universities are turning to business as a career opportunity but nevertheless he does sound a note which concerns every business man and certainly concerns the Chamber of Commerce. We believe that one answer to this might be this -- just very specifically: to take the cameras that are in this room into the world of work. To follow the typical worker in Pittsburgh whether he be in a mill or in an office. To show what kind of a day he has. To give young people something to model after, something to identify with. And we have one further suggestion being somewhat practical about it, we suggest that the school systems in the Allegheny County might make it an assignment to watch this program and might discuss it in the classrooms following the presentation of it. Thank you gentlemen.

Mr. Berman:

You make a presentation here about business. That is interesting because business is the good boy and the bad boy, business seems to pay for a lot

of things we are getting and as a representative of business we are delighted at your interest and support. I understand the Pennsylvania Chamber of Commerce has taken a hard look at public broadcasting and is devoting a lot of time and attention to it, your parent organization and for this we appreciate your efforts, your colleagues as well. We want to thank you very much.

As we told you earlier, there are hundreds of volunteers throughout the state, they are in the process of interviewing people, groups of people. They are asking questions -- what do people want to look at on public television? What do they want public television to be in the future? We have one member of this reviewing panel with us, John Ryan. I would like to ask John Ryan, what are the people saying?

Mr. Ryan:

I am sure that it is no surprise that what we, the volunteers, are finding as we conduct ascertainment interviews, many of the comments that we get are exactly what is being said tonight. There are however a couple things that have been pointed out in some of our interviews that we have heard here tonight, or perhaps we could expand upon based upon what we are hearing. Several of the interviews we have been hit with communication in general or a specific kind of communication. One gentleman pointed out that real communication is based on an understanding of the other person but it is very difficult for us to completely understand where another person is coming from. Those of us who have never gone hungry find it very difficult to imagine what the real poverty person feels or what his needs are. I don't know that we can solve this problem completely but perhaps we can use this wonderful media of ours to spread a little more understanding just across the board. One of the other things that was pointed out was -- can we at the local level provide more on the spot coverage -- get out where people are doing their thing, whether it is the symphony conductor doing his thing or the barefoot artist in Shadside doing his thing. As was just mentioned in the last session one of the points that was made in one of the interviews was that this is one of the great industrial valleys of this country but so few of our children, and I bring my personal experience into this -- "Daddy what do you do at work? What does it mean to work?" -- do the children in school know what it means to work? What does a steel worker do? What does a television station president do? For that matter, how is steel made? The kind of things that children go to school and they know that they are going to grow up and go to work but I think too many of us don't realize until we have been there what it is like. I think we could probably do some good things in that area. Another point that was brought out, the commercial stations, when a visiting celebrity or entertainer comes to town, particularly the entertainers I think, they

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will get the talk show exposure and quite rightly they will plug their current appearance. Pittsburgh is a definite cultural leader; I think our experience with the FM stations prove that Pittsburgh is a cultural town. There is culture here. There are many institutions of higher learning here. Both of these insitutions bring to the city many leaders in their field. The University of Pittsburgh for example constantly brings to town very impressive people. People who are in the forefront of their field and it would be wonderful if the community could avail themselves of some of these people and their thoughts.

Mr. Berman:

Mr. Ryan we appreciate your bringing us a resume of a lot of the phone calls. This just represents a few of them I am sure. We appreciate your interest and the interest of all your colleagues, in helping us with our work. Thank you very much.

Mr. Roberts:

We have just heard from one of the many volunteers who on their own time and energy who are throughout the western Pennsylvania area interviewing hundreds of people in all walks of life, all types of professions, all strata of society that makes up the public -- the many publics -- of WQED. All asking the question of these people in the interview ascertainment -- what should public television be in the future? A final reminder before we go off the air in this live televised hearing from WQED, we have been conducting since 8:00 o'clock tonight, a reminder that you can still participate this evening by phoning your suggestions and recommendations. Several hundred people have called in tonight. Be sure your opinion is included. The number to call is 621-5808. What we want to hear, again, as briefly as you can, so others can call in the remaining minutes and have their input on what you think public television in Pittsburgh and Pennsylvania on PPTN, Pennsylvania Public Television Network should be doing in the future. You watch WQED, you know that public television can present a range from A-Z, from the Advocate to Zoom. Many hours devoted to children alone each and every day is another way in which we try to serve you. There is much more to be done. Here is just a sample of our offerings.

Segments:

French Chef

World Television Premiere ... The Sleeping Beauty

Zoom

Firing Line

To Be Young Gifted and Black

VD Blues

Dick Cavett

Watergate

Theater in America

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John Roberts:

This concludes our three hour live television hearings tonight from WQED your public television station in Pittsburgh. There will be similar hearings as Mr. Philip Berman told you in all seven stations throughout the state on the Pennsylvania Public Television Network. The hearing tonight is just one part of a year long survey being conducted by all seven stations of PPTN, Public Television in Pennsylvania. Again, we remind you the purpose of the hearings and the statewide survey is to involve you in the future of public television in Pennsylvania and to determine just what public television should be doing locally and in the future. Be sure to watch for the survey you are watching now in the next week's Pittsburgh Press and Post Gazette. Get it, read and fill it out -- fill out the questionnaire and have your opinion included in the survey. Conducting tonight's live televised hearings in Pittsburgh, Joseph D. Hughes, the Chairman of the Long Range Finance Committee and a member of the Board of Directors of the Corporation of Public Broadcasting and the Pennsylvania Public Television Network Commission; Philip Berman, Chairman of the Pennsylvania Public Television Network Commission; and Dr. Edward Eddy, The President of Chatham College and a member of the Pennsylvania Public Television Network Commission; David Leonard, General Manager of the Pennsylvania Public Television Network; M. M. Anderson, the Chairman of the WQED Board of Directors and a member of the Board of Governors of the Corporation of Public Broadcasting and Lloyd Kaiser, the President of WQED, also a member of the Service Public Broadcast Board of Managers and the Chairman of the State Network PPTN's Board of Station Managers.

I am John Roberts, for you and you or your family's interest in this hearing, for WQED and PPTN, the Pennsylvania Public Television Network, and if we did not smile enough and bring you enough humor, we say thank you and good night with a very appreciative smile. See you on Public Television.

- END -

TRANSCRIPT OF HEARING

HELD AT

WLVT-TV

ALLENTOWN/BETHLEHEM

February 8, 1974

List of Participants
Public Hearing
PPTNC/WLVT-TV, ALLENTOWN/BETHLEHEM
February 8, 1974

1. Senator Henry Messinger, Pennsylvania State Senate.
2. Reese Jones, President, Greater Bethlehem United Fund.
3. Peter Geiden, Executive Director, Greater Bethlehem United Fund.
4. Dr. Lawrence Stratton, President, Kutztown State College.
5. Dr. Edwin Frey, Director, Bethlehem Council of Churches.
6. Rev. Msgr. V. E. Lewellis, Director, Public Information, Diocese of Allentown.
7. Mrs. Richard Wick, Allentown Community Concert Association.
8. Honorable Kurt D. Zwinkl, Pennsylvania House of Representatives.
9. Jack P. Houlihan, Executive Director, Lehigh City United Fund.
10. Conrad Raker, D.D., Director Good Shepherd Home Rehab. Hospital.
11. June Cottrell, President, Allentown League of Women Voters.
12. Donna Reim Snyder, League of Women Voters of Bethlehem Lower Saucon.
13. Barbar Bauer, Easton League of Women Voters.
14. Honorable Gordon Mowrer, Mayor, City of Bethlehem.
15. Jack Buttimer, Planning and Evaluation Director for the Community Action Committee of Lehigh Valley.
16. Eric Ottervik, Vice Provost Lehigh University.
17. Dr. John Daniels, Easton School Board.
18. Rt. Rev. Frederick Warnecke, Citizen.
19. Francis Cosgrove, Executive Director of the Lehigh Valley Community Council.
20. Honorable Joseph Daddona, Mayor, City of Allentown.
21. Samuel Fisher, Citizen from Delaware County.

TRANSCRIPT OF HEARING HELD AT WLVT-TV

ALLENTOWN/BETHLEHEM, FEBRUARY 8, 1974

Sheldon Siegel:

Good afternoon: We welcome you to the Lehigh Valley Television ascertainment Hearings. The next several hours you, the viewers in the Lehigh Valley Community will have the opportunity to participate with the panel in finding out what public television can do for you, the citizens of Pennsylvania. Channel 39 has sent out invitations to various civic, business and cultural and community leaders in the Lehigh Valley to appear with us for the next several hours and give us their opinions on public television. The objectives of our hearings today are: to ascertain community needs and problems in each station's geographical area and on a statewide basis; to develop programming services which will be responsive to the public's needs and problems locally and statewide; to better utilize present resources toward meeting these needs; to seek new, additional, resources in funding in order to provide the programming services called for; and finally to maintain a continuous ascertainment and evaluation procedure to assure maximum effectiveness of our programming efforts. In a word, What can we do for you. I would like to introduce the hearing panel today that will hear the testimony of our community and civic leaders. First, Mr. Philip Berman, Chairman of the Pennsylvania Public Television Network Commission. Joining Mr. Berman today is Senator Jeannette Reibman from Northampton County, who is chairman of the Senate Education Committee. Dr. Glenn J. Christensen, Distinguished Professor at Lehigh University, and a member of the WLVT-TV Board of Directors. Dr. H. Ronald Huber, Executive Director of the Colonial-Northampton Unit and another member of the WLVT-TV Board. And, Mr. David Leonard, General Manager of the Pennsylvania Public Television Network. Again, we invite your comment. That you may call will be on the television screen throughout the afternoon. And now I would like to present Mr. Philip Berman, Chairman of the Pennsylvania Public Television Network Commission.

Mr. Berman:

Thank-you. Public broadcasting is the people's business. We are working to provide a better way of life for all the people of the State of Pennsylvania. Public broadcasting reaches 96% of the households of the state and therefore we are in a position to be the other television from commercial TV. During the next few weeks all seven stations making up the Pennsylvania Public Television group will hold hearings such as this so we will have an input from all areas of the state. All

people who are interested, all organizations who have something to add and what is even more important, something to tell us, will be heard and therefore we will start with the first witness on today's program, State Senator Henry Messinger. He has been a friend of television. He knows Channel 39 and has appeared here before. And I think he can give us some of his observations.

Senator Messinger:

Distinguished members of the committee. I would like to say first of all that I have enjoyed tremendously the asset of Channel 39. As an individual, I have enjoyed very much the Masterpiece Theatre presentations that have been given over the past few years. As a former teacher I have been interested in the educational television as it effects the public schools and the parochial and private schools of this area. Now as a member of the Senate of Pennsylvania I would like to express a few concerns. I think the most important crises facing America today and also the people of Pennsylvania is their confidence in Government. Part of this crises is due to general public misunderstanding of how government functions; what the system as we call it, is supposed to do; and how the system is manipulated by certain people. Unfortunately during periods of affluence people pay very little attention to their government. And so a great deal often happens because there are unscrupulous individuals in our society, and I suppose there always will, to take advantage of a system. I think Channel 39 is doing some excellent service in this direction but probably more should be done. The programs that deal with local and state elections have been excellent. Election coverage has been good. The programs that are tuned to the issues that confront society today have also been excellent. However, there is a great deal of need for more information. Programs that will not only discuss the issues but actually, will inform the people as to how it is set up. Programs so people can understand, when they study candidates for political office, that they will be choosing or making better choices where this is necessary instead of the current atmosphere of mistrusting everybody in public office. We have a lot of good people in public office, We certainly have some that shouldn't be there. I'd be the first to agree with that. But, throwing everybody out doesn't solve the problem. And I think we have got to educate the people to be much more intelligent about the choices they make for people in public office. We've got to make certain too that people understand that nobody in public office is going to do everything to suit everybody in our society. That just because a person disagrees on one or two points doesn't make him unfit for public office. So I think we have a great deal to do on this particular area and I think public television, because it can devote more time on this than commercial television, can do a great service for our country in helping to restore confidence in our government. Thank you.

Questions:

Are there any panel questions for Senator Messinger?

Senator Messinger mentioned that public broadcasting could serve well by supplying more information. Incidentally we were originally called an educational television, and since then we have been broadened into the term of public broadcasting. How can we serve in that way by supplying information or by educating? I think it gets down to education, in one word, not only education in the school room but education before and after school hours in adults as well as students.

Senator Messinger:

Of course it's going to cost money but I think that the public TV has to do something that the newspapers are quite capable of doing if they want to do it. That is, when there are scandals or whatever you want to call them in government they would have some staff who would actually dig into the matter much as some of the newspaper reporters did at the Washington Post and air this kind of thing so that the people really know what's going on and give them the background on how any system could be manipulated by men of this kind.

Question:

Excuse me, Senator Messinger may I ask a question on this point? Are you suggesting that public TV institute an investigative kind of reporting?

Senator Messinger:

Yes, I think it would be valuable because on commercial broadcasting what we get are capsules of the news, generally, which give you nothing behind the news as such. I don't know whether it would be possible or whether it would be too costly. Certainly some of the mistrust that has come has been the sudden revelation of a lot of things that should have been gradually exposed and maybe never would have developed to the point that they have today.

Question:

Senator, isn't there one other problem here? Public TV is supposed to be non-partisan and if an investigative reporter on public TV appears to be attacking a party or an individual or a group, wouldn't he be violating the very basis of neutrality, if you will, of objectivity on which the public TV is supposed to be founded?

Senator Messinger:

I don't think that you would be considered partisan unless you would

simply attack one party. We had people in the Democratic party that I am not proud of. We have people in the Republican party that I am not proud of. I think you can expose a person, regardless of the party label, who was doing the wrong thing. You know it's wrong whether it's done by a Republican or Democrat or a non-partisan person. You have to watch that your staff is not all registered in one party and really pushing it. Certainly, wrong doing is wrong doing no matter whether it is done by Democrats or Republicans or black or white as the case may be. I don't think that it is making it partisan.

Mr. Siegel:

Thank you Senator. We thank you very much for your time. Senator H. Messinger, Pennsylvania State Senate. May we have our next witnesses Mr. Reese Jones and Mr. Peter Geiden, please. Gentlemen we would appreciate if you could for the record, your name, the organization you represent, the title and the city.

Mr. Jones:

Mr. Reese Jones, President of the Greater Bethlehem Area United Fund testifying in their behalf.

Mr. Geiden:

Peter Geiden. I am the Executive Director of the Greater Bethlehem Area United Fund.

Mr. Siegel:

All right may we have your opening statement.

Mr. Jones:

Yes, I as far as the programming of Channel 39, I think it's beyond question that it's been outstanding as it relates specifically to our particular interest, the Bethlehem Area of the United Fund. It has been our experience that the channel has been very helpful to us in bringing to the public the various works of our agency and this has helped in our judgement in a better understanding in the general public of what we are attempting to do and has had very definite results in helping us to attract more funds to do more good work in the community. I refer specifically in the recent past to programs that have been shown on this station concerning our community school program and also one of even more recent time a cerebral palsy program that was run. The feedback that we get from the community has been excellent, and I express our appreciation for the great work and I hope it can go on for a very long time. And that in essence is the opinion and attitude of the Greater Bethlehem Area United Fund.

Mr. Siegel:

Thank you Mr. Geiden, Do you want to make any remarks relative to this ?

Mr. Geiden:

Mr. Jones referred to a recent program on United Cerebral Palsy and in my reply to your questionnaire, I commented that one of the ways that we might bring various programs of this type to the attention of the general public would be to have a newspaper carry a special notice of this type of program. It was by this very reason that I tuned in on the program, I think there ought to be some liaison between newspapers and this public TV station.

Mr. Siegel:

Thank you. Members of the panel - questions.

Question:

I have a question. We are a people's business and the newspapers are a private business. There are two philosophies here that relate. How could we through public broadcasting serve what you consider the greater good here. Don't you think your organization directly could do some of this work, if we in public broadcasting supply the mechanics and facilities and the airways ? The organization can work with the papers and have the viewing public see the program. Wouldn't you do better with the papers ? This is a question I am serious about, because we would like to know how to have the newspapers cooperate with us better, but they cooperate better with organizations than with us.

Mr. Geiden:

A specific example of what I am talking about, Mr. Berman, is that in the very near future the explorers of the Boy Scouts will have a big band on this TV station and it will have a very professional sound to it because they are being coached by professionals through a Guitar Co. in Nazareth, and if somehow we could bring to the general public the fact that this will be on and then have a review on it afterwards, if they are as good as they think they are, the next time they'd be on you'd have a much larger viewing public. Recently I've seen in the newspaper the column which is called TV highlights and Channel 39 is shown on a couple of spots and I found that very helpful.

Mr. Siegel:

Thank you, are there questions ?

Question:

I'd like to ask a question. My question would be as to whether or not there are certain kinds of services or assists or aids which you might see as being particularly appropriate for the state to provide. Aids which would be helpful in the kinds of activities which you are doing

locally here.

Mr. Geiden:

I could think of nothing along those lines.

Question:

I would like to ask one question that might very well be applicable to statewide broadcasting as well as locally. With respect to the work of the United Fund, are you suggesting that perhaps greater programming should be done in the field of vignettes, indicating what each of ~~your~~ constituent organizations are doing for the community in order to educate the community as to what each constituent organization is concerned with?

Mr. Geiden:

I think that would be very helpful. As I said, the response to what has been done has been very good and I think the more that we can have the general public aware of what's going on and the fact that help is needed I think everyone would benefit.

The public would then get a better idea of what resources are for people who are in trouble or who might need help. Vignettes could very well explain or portray how a particular problem is handled.

In response to Mr. Leonard's question we do have a state organization called Community Services of Pennsylvania which you might very well tap into to bring to the public some of the statewide problems.

Mr. Seigel:

Thank you very much, Gentlemen. We appreciate your appearing today. May we have our next statement from Dr. Lawrence Stratton please. Dr. Stratton, for the record could you give us some background as to your affiliation, please.

Dr. Stratton:

I am Lawrence Stratton, President of Kutztown State College. It's a pleasure to be here today and I commend you, Mr. Siegel and Mr. Berman who have worked so hard for Channel 39, as this is certainly an outstanding television system. The quality of production and the variety of programming has been a real plus for the Lehigh Valley. A general question, mainly what can Channel 39 do for the public? I have turned this a little bit to suggest ways that Kutztown State College might be of help to Channel 39, and in turn therefore a bigger service to the public. We are developing our system of TV at Kutztown. Our present capabilities in TV include both hardware, facilities, and expertise. In regard to the former, Kutztown

State College possesses approximately \$800,000 of TV facilities and equipment. This includes broadcast studios and two-way closed circuit throughout the campus. In regard to expertise we have one full time professional and three technicians who are directly responsible for operating the system. As students become interested and they are continually in increasing numbers, they too are becoming what might be analagous to a para professional. In addition we have about 25% of the faculty members from the various disciplines using the system. The potential for tapping the expertise of our faculty for TV production would bring an increased service beyond the college walls. In this respect, it should be noted that we are already tied in with a cable system in southern Berks County and in the near future will be ty i ng in with another cable system with a series of four programs. Here's where we would hope that in time when we get a microwave link or better ways of transmitting directly to channel 39 that we might be of service. We do not have color television as yet, however, this is another goal of ours. And if we did not have a microwave link and had color TV we could certainly deliver tapes. I feel that the excellent work that is going on can be hampered and I speak of not only Channel 39 but of across the country by what appears to be a collision between public television and cable television. This should be avoided at all costs. And I think that possibly Kutztown State College might be of help in bridging the gap, if this is a problem that could present itself in this area. Finally, I know that Sen. Reibman has been interested in the open college and I think that Kutztown State College could be of great service to such a fine facility as Channel 39 in helping to bring about some of the realizations of an open college, should this legislation pass. I just want to thank you again for the opportunity and to say that you have our continued support. Mine both as a college president and as a citizen.

Mr. Siegel:

Thank you. Members, panel.

Question:

I am glad that you mentioned the open college. We can foresee a vast service that public television can render in this regard. In broadcasting lectures, sunrise semester programs that sort of thing in conjunction perhaps with institutions of higher learning. I was interested in what you had to say about all the TV equipment you had at the college. Is there a way that a two-way program could be devised between the facilities you have and the public broadcasting system to show the public what programs are available at the state colleges, what activities, and some of the educational services that

are available for the people?

Dr. Stratton:

We would be more than happy to do this at present however, our equipment is just for black and white and we would have to have the colored production facilities unless Channel 39 came to the campus and took pictures. Which they've done for football games. We would welcome this, however, our facilities and equipment do not lend themselves to other than black and white, and if we could use black and white on a colored channel we would be more than happy to now. The microwave link would have to be a two-way link also.

Question:

Your college specializes, perhaps that's not the right word but I think it specializes in art and art education.

Dr. Stratton:

We are well known in the field.

Question:

That could be a very good program to be televised for the public to know what is going at Kutztown particularly in this field.

Dr. Stratton:

We would welcome this.

Question:

It has not been done?

Dr. Stratton:

No, it has not been.

Mr. Siegel:

I think on Dr. Stratton's point, the transmission of color and black and white is certainly a compatible thing. I think the biggest problems now in the interchange of programs either between Channel 39 and Kutztown State and the public TV network center in Harrisburg is really on the video tape and recording equipment and I think that is where the incompatibility, perhaps even more than the cameras situation, might prevail. But I think Dave, you might want to talk on that concept because Kutztown State has some remarkably fine facilities. I know people in the community have been able to see them and I think there is a great resource for the exchange of programming.

Dr. Stratton:

We would be more than happy to cooperate. Those are the two

stumbling blocks and as our resources become more and more available, then we hope to be able to be of greater service.

Question:

I hope you will cooperate with no cost to the commonwealth.

Dr. Stratton:

Senator, you just provide the funds and we will be glad to cooperate.

Question:

Mr. Siegel, is there time for one more question?

Mr. Siegel:

Absolutely.

Question:

I'm very much interested in the open university, University without walls. I'm a great supporter of Sen. Reibman and enthusiastic for your interests. But the open college is rather a Morpheus so far. Has Kutztown in it's thinking about this program picked a particular subject or a particular area or a particular course which it could develop as a demonstration of what can be done through public TV, through tapes, cassettes, and so forth to enable people who cannot get to the campus to get the benefit of a college education?

Dr. Stratton:

We have not picked any one specific area of programming or course. Our art and art education is very strong and I could name three or four more. The reason we haven't done this is we want to see what is going to happen statewide and what is going to happen within the state college system. We could move in several directions, if this ever gets off the ground.

Mr. Siegel:

Thank you very much, Dr. Stratton. We appreciate your appearing. Dr. Edwin Frey, please. For the record, identify yourself and your organization.

Dr. Frey:

I am Edwin Frey, Executive Director of the Greater Bethlehem Area Council of Churches. Mr. Chairman and all the members of the panel, I appreciate the opportunity to meet with you and to share some thoughts, and I think that I would certainly affirm the good things they have already said about what is being done here at Channel 39 WLVT-TV. I for one am discovering I'm more apt

to turn to a public TV channel for enjoyment than to commercial channels because I think the quality and the caliber and the scope of variety of the programming in public TV is getting better all the time. I also, in a sense, represent the group known as ecumenical media which is an instrument by the councils of churches of Bethlehem, Allentown, and Easton together with the Catholic and Jewish communities to endeavor cooperatively to develop programming for use of radio and TV, and it has been our pleasure to have some very cooperative relationships with this station through Mr. Seigel. In the past, on occasion, we have offered to help through publicity to develop a larger listening audience for certain very worthwhile programs and as we have offered spot announcements for certain programs to be used over channel 39, hopefully, we may do more in the future in terms of programming as funds become available to us. The thing I suppose that would concern us most in terms of what public TV might do beyond what it is doing in some areas is to include a greater concern for and attention to that aspect of life which we label spiritual, because from all that we read and all that is indicated there's an increasing interest on the part of people in spiritual concern--whether it is the nature of the day we live and the events that are transpiring; whatever the reason, we find this to be the case and it is our conviction that the whole of man needs to be considered in what we do, not just his physical desires or his intellectual needs but also his spiritual needs. And these are, of course, intertwined. You cannot very easily separate one from the other, but in programming we might think for instance of those which are religiously oriented. I'm not thinking particularly of formal church worship services being held so much as special types of religious activities which highlight the community on various occasions. They may take the form of musical programs or lectures or whatever. In addition to that, we might give more attention to issues upon which religiously minded people, and I suppose that includes all of us, have deep concern because of the nature of one's faith. And the application of faith to the very real active living out our lives day to day. These two or three thoughts, I won't take more time. I know you are limited but I'd like to share that concern with you. Thank you very much.

Mr. Siegel:

Questions for Dr. Frey. There are none. We thank you very much for joining us. We continue with our public television ascertainment hearings and we'd like to hear now from the Rev. Msgr. Vincent Lewellis please. For the record Msgr. Lewellis would you identify yourself and your affiliation.

Msgr. Lewellis:

My name is Msgr. Vincent E. Lewellis, I serve as Director of Information and Director of Vocations in the Diocese of Allentown. This diocese is co-extensive with the five counties of Lehigh, Northampton, Schuylkill, Berks and Carbon. It's divided into 151 parishes served by priests who receive their assignments from Allentown Bishop Joseph McShea. And there are approximately 260 thousand Catholics in the Dioceses, from a total population of 980 thousand. Under ordinary circumstances Catholics would make up 25% of TV public viewers in this area. As a church, and as individuals, we are concerned with fundamental questions; Why was I given life? Why am I here? What is the nature of my relationship with God? With my fellow man? What will happen when I die? We look to the special light of meaning given the realities of life suffering, death, and resurrection of Jesus Christ. Now, precisely because we do believe these questions make sense and have practical implications here and now, we are urged by God's word to work for social justice, world peace, respect for human life, the life of the developing child in the womb, to the life of the older person confined in some other room. Respect for the human dignity of the Senior citizens, the person on welfare, the prisoner, the person who is physically or mentally ill or retarded, the victim of racial ethnic, religious, sexist, economic, or any prejudice. The list is almost endless and is a stark indication of the healing that is needed in our world. My principle recommendation is that public TV locally and statewide turn its attention much more emphatically and much more dramatically to these fundamental questions and their social implications. To do this adequately and effectively, individual stations and the Pennsylvania Public Network will need to establish structures and/or procedures which would continually invite religious leaders to suggest programming ideas in this regard. I emphasize procedures and structures that invite and stimulate. This station, which is outstanding in so many other areas, has a religious advisory committee which serves no positive purpose. It cannot invite and stimulate because of a curious common denominator approach to religious programming under which the committee has lived and dies. I want to make a plea for an end to the conscious or unconscious common denominator approach of many public TV stations to religious programming. I don't appreciate being categorized as a clergyman. That's a common denominator. I am a priest of the Catholic Church, because I live and work with the conviction that the Catholic Church has a very urgent message to preach and a very special contribution to make in this world. I would like to believe that public television, as a matter of policy, would respect this in regard to the Catholic Church and in regard to every

religious body and not operate as though my convictions have to be emasculated before they are televised or, while they are being televised, emasculated to the point that they instruct no one, edify no one, inspire no one, offend no one, change no one. In conclusion, I want to express my gratitude for the invitation to testify at this ascertainment hearing. I want especially to give a vote of most sincere confidence to Mr. Siegel, the very competent general manager of excellent public television station. I have always found Mr. Siegel to be very sensitive and very responsive to my concerns. I truly believe that public television in the Lehigh Valley has progressed so far in the so few years mainly because of the talents he has given us, as general manager of WLVT-TV.

Mr. Siegel:

Questions for Msgr. Lewellis?

Question:

Msgr. Lewellis from the beginning, when we were educational television, we tried to keep this position I referred to earlier of neutrality, objectivity, non-partisanship. I take it from what you have just said, and said eloquently, that perhaps in this matter we have carried that too far. That perhaps it is possible to be objective without having every program completely balanced within itself. With balanced views represented on both sides. Do I understand you correctly?

Msgr. Lewellis:

You do, perfectly. I think the attempt to balance has really watered everybody down.

Question:

Can we get down to a specific, for example. Could you concieve or could you think of a program which instead of being an individual program was a series over a period of time, six weeks, two months? Then the whole series would present a broad spectrum of views on these fundamental questions of human values.

Msgr. Lewellis:

I think that would be a perfect application of what I am encouraging here. I couldn't give you a specific program here at this time. I think the more important idea is establishing the structure or the procedure that would invite or stimulate programming ideas from religious leaders. Through a procedure such as this, more programs would come, more good program ideas than any station could possibly handle.

Question:

I'd like to ask a question. We are publically funded, we are an extension of the commonwealth activities. We're a gubernatorial function. Public broadcasting is a cabinet activity. We cannot go into the realm of religion. When you say that the religious leaders should be able to express themselves personally, their own convictions can extend through public broadcasting. How can we keep that from becoming a religious effort as a whole? On the other side of the coin, everyone can express themselves culturally. You know there is every reason to have every person express views without it's having to evolve in one particular religious discipline or one religion. I think we have the way of doing that and have avoided becoming religious-oriented.

Msgr. Lewellis:

Mr. Berman, I can't understand what is so terrible about expressing a religious conviction. Ours is a pluralistic society and I don't think that means everybody has to be watered down. I think everybody expresses a conviction that is his or hers, whether this coincides with religious belief or not.

Question:

I am not talking about personal views, I am talking about the state now. It has it's funding guide. If we embark on religious programs, then we would be supported by public money for religious programming. There is a big question about the support of education. We are an educational TV station that operates educationally everyday 6, 7, 8 hours a day five days a week, and the rest of the hours are for adult education, information cultural programs, a myriad number of activities. All for the benefit of most of the citizens that want to take advantage of it. I think we offer what you have in mind, and it's very interesting to hear your opinion and that's why these hearings are being held. To have expressions as to where we could expand, change, improve, whatever it may be. Except, I'm of the opinion we can, without changing anything, serve what you really want if it's the expression of your individual interests without it becoming a religious activity.

Question:

I'd like to ask Msgr. Lewellis on a state level as far as the Pennsylvania State TV Network serving the interests that you have outlined here. Would you recommend the advisability of a working advisory committee, perhaps to work with members of the public television network commission on this kind of thing? The commission

now I believe does have a representation, hopefully from broad religious spectrum. Is this the kind of a thing you are recommending or is that still too formal?

Msgr. Lewellis:

No, I certainly would recommend that. I believe one of the reasons Channel 39 instructional programming is so good is because you have developed a structure of procedure to constantly feed ideas into it, and a similar structure on a state-wide level for programs of a religious nature I think would be advisable also.

Question:

I feel somewhat motivated to defend the state station in the so-called sameness that you were kind of pinpointing. Facing the realities of needing the support of that public out there, especially in fund raising and so forth, we have a feeling that we dare not venture too far from the middle of the road, so to speak. For fear of offending and therefore not being funded in the manner in which we would like to think we should be and so forth. I somewhat would defend the station in that programming and that philosophy. I think it's a reality that is very necessary. I don't disagree with what you are saying, as to being something that would be nice if we could risk that venture. Maybe that would be something to explore in the future but I think right now we have some realities that we have to face.

Msgr. Lewellis:

We sure do but I'm always in favor in taking some risk.

Mr. Siegel:

Thank you very much Msgr. Lewellis.

Msgr. Lewellis:

You are very welcome, thank you.

Mr. Siegel:

May we have our next statement please, Mrs. Richard Wick. Mrs. Wick would you identify your organization formally and who you represent.

Mrs. Wick:

I am Alice Wick, Executive Secretary/Treasurer of the Allentown Concert Association. This is quite a change of pace to get into what I represent, sheer enjoyment, I hope, of music. Let me thank Channel 39 first, please, for the cooperation given us in past years. When

When Shel had a manager's chat with our president about our annual spring membership campaign, the publicity was most helpful to us. Our concerts, now in the 46th year in Allentown present, we think, the best in music and dance. The music may be orchestral, both symphony and chamber orchestras, vocal, instrumental, groups or soloists, and even some operas. We have at least four performances a year, plus, for the past five years for one-hour cameo concerts which we give free to all seventh graders in Lehigh county. Possibly a broadcast of one of these concerts might be of interest to Channel 39 viewers. They are given by professional artists, most of whom have appeared on our regular series. But they are half the length of regular performance. It's a joy to see the enthusiasm of youngsters, 4000 for the four one hour concerts, some of whom have never entered symphony hall before. Decisions for the choice of our artists are made by our 25-member board of directors. We try, as does Channel 39, to present a varied program each year to try to satisfy the majority of our members the majority of the time. As with TV programming, no one presentation will please 100% of the viewers. Our members enjoy dance programs, too. Sometimes classical ballet, sometimes ethnic folk music. Two of the most popular of these were the Bioneha group from the Phillippines. We have had them twice, and the little Angels of Korea. Seeing groups like these in person makes us enjoy even more seeing them on TV and vice versa. On Channel 39 we like the Boston Pops and other orchestras presented frequently. The broadcast last summer from Temple University at their opening concert with Beverly Sills, was delightful to see and to enjoy later on in the broadcast. The live broadcast some years of a festival of bands concert in Allentown simulcast on WSMZ was great, too. Speaking for myself, I think the drama presentations without commercial interruptions are a joy. The BBC series has been very worthwhile. Children's programs are the best. Grandmothers enjoy them, too. I feel that Channel 39 has already presented excellent programs of great variety and wish continued success for future planning with great admiration for a fine general manager, Mr. Shel Siegel.

Mr. Siegel:

Thank you, Alice, the commercial was unintended. I would like to ask Alice one question which is pertinent to her interest. And that is, what kinds of problems would you have in gaining the right to televise these concerts that are put on by the association, not only in our local community, but perhaps on the public television network statewide, if a group were to come to Allentown that might have a broad appeal? If we thought it was of value to the entire state, what

kinds of problems do you think we'd have?

Mrs. Wick:

We would have to check it out with the artists and managers. Some of them are allowed taping of the programs as they go along, some do not. They would have to be very carefully checked.

Mr. Siegel:

Other questions for Mrs. Wick? Thank you very much. I think it is only fair if we permitted a personal comment. When this station went on the air, exactly 10 years ago, the very first subscriber that we ever had for this station was Mrs. Wick. And so she is in every respect number 1 and we thank her for being with us today.

May we have our next witness please, the Honorable Kurt Zwinkl.
Mr. Zwinkl could you identify yourself and your affiliation please.

Representative Zwinkl:

Yes, my name is Kurt Zwinkl and I am a member of the Pennsylvania State House of Representatives. I wanted to briefly outline some of my personal experiences with public television and some of the feelings that I have as it relates to those who serve in public and the service that we can give to our constituents through public television. I first came in contact with public television back in 1971 when I witnessed a candidates night program here on Channel 39. This type of program offered the candidates the opportunity to give a statement. They presented their views on various issues which they thought were of benefit to the constituency which they intended to serve. They were then questioned by the League of Women Voters or various other groups, and then they were questioned by the audience, through phone-in questions and had a closing statement. Now, I think the importance of this is that you have a complete exchange of thoughts both by the candidates themselves and the viewing audience. It gives the people at home the opportunity to see someone they are going to vote for, or quite possibly vote for, yet they never have had the opportunity to meet him in person or a talk with him in any way. So I think this is probably the most important point. Often times I have been met by people on the street who have seen a candidates' program on TV yet very often you will go to some type of political rally or hearing such as this and there are only five or ten people who attend. So the important thing is you are reaching many many more people by means of TV than you would by having people or encouraging people to come and attend some type of a hearing or rally in public. I think that the second part that I would like to mention would be that as a candidate presents his views the people

get the opportunity to question him. I would point to previous programs that you also held on your station that would also benefit those people serving in public office. In 1971, Channel 39 covered hearings conducted by the state house business and commerce committee. They talked and investigated the business climate in Pennsylvania. There were a series of hearings around the state. I don't know if you covered them in different locations or if it was just locally here, but I do recall seeing and being here at that particular meeting back in 1971. This allowed the public first of all to witness a house standing committee or Senate Committee or whatever it may be. Witness what really goes on, what type of questioning and everything that really takes place. In 1972 the public TV network showed its value to the commonwealth by airing various statements by the governor and public officials in regard to the flood. Of course, you remember that summer when we had all the problem with Hurricane Agnes in Pennsylvania. People that were affected by the flood received information communicated by means of television. Last year, then it worked around a program dealing with Act 195, new legislation relating to the public employee relations act. During this program aspects of this particular law were outlined and of course, was very informative to those that were affected by it. There have also been a number of other programs where both House and Senate members were allowed to testify or just to chat, I could say, over various pieces of legislation which were before the General Assembly. Many times people look at government at being a very vast maze of complexities which in effect it really is and I think that public television with programs such as this allows the public to become more aware of what is going on. I think it simplifies a lot of these complexities and conveys these thoughts to the people. These are basically the statements that I wanted to make. And I thank you for the opportunity to appear.

Mr. Siegel:

Thank you. Questions for Mr. Zwinkl.

Question:

Apparently, you are satisfied with generally what public broadcasting is trying to do in these particular areas. Is it that we should do more? You haven't questioned what we're doing, you mentioned that we are doing a lot of these things. Are we doing enough?

Representative Zwinkl:

I would point particularly to the program on Act 195. I recall that this created a lot of questions from people. Although I didn't see the program, I did hear what it was about. I think particularly controversial legislation or laws which are so vast in scope that people

don't really know what they cover. I think possibly a program such as this could be added now and then to tell people what these are about.

Question:

You're mentioning what I believe is political education, to sum it up. How can you have political education without becoming partisan? We are the bringer of news, the conveyor. We're the system, but when someone sees Channel 39 and whatever comes over that program appears to some measure we are supporting it. Now when you get into controversial issues how do you keep yourself from becoming the issue?

Representative Zwikel:

Let me put it this way. If a law is enacted by the legislature and signed by the governor it could have vast implications on situations of people around the state. I think then as a public service you could identify this particular law, outline it and inform people what is really in this. How it may effect or change their life style. Not necessarily, I guess, in controversial legislation. Just a law that had been enacted. This probably would be...

Question:

You are making a distinction between a law and a bill. Is there anything that you are aware of now, comparable to 195 in significance, that might be picked up carried on public television?

Representative Zwikel:

The Sunshine Law, I was just going to say that. It has not been enacted. This certainly would be one that many people are aware of. It would be of value to outline this particular law.

Mr. Siegel:

Questions for Representative Zwikel.

Question:

I'd like to carry the question a little bit further and backtrack if I might behind the law, to the public discussion which would seem to me is necessary over what laws are going to be passed -- and the laws that are under discussion. We are getting back into the controversial area or at least it is potentially controversial. I don't exactly know how to phrase the question, except to suggest it is possible to do a dull but very thorough examination of a lot of points of view as one possibility. It is also possible to do the "advocates" program which we get nationally, the fight of the week, turn it into some sort of debate. I wonder if you could offer any opinion as to which kind of approach, or whether it is

possible to mix the approaches ?

Representative Zwinkl:

Well, I certainly think that a good healthy, debate has a lot of substance to it and would certainly recommend programs like this if you could work it out. This would be something that you would have to establish under the guide lines of your station and the network itself. I think people do like and enjoy debates. On the advocates, as you had mentioned, you hear a lot of people talking about that and they throw a lot of punches on those programs. That's something that you'd have to decide. Although I think people certainly would enjoy and would watch it.

Mr. Siegel:

I want to thank you very much and appreciate your taking the time to be with us. Representative Kurt Zwinkl, the Pennsylvania State House of Representatives.

We continue now with our public hearings and will hear now from Mr. Jack Houlihan. Mr. Houlihan would you identify yourself and the organization officially.

Mr. Houlihan:

Thank you Shel. I am Jack Houlihan, Executive Director of the Lehigh County United Fund in Allentown. United Fund of Lehigh County like WLVT-TV is serving the Lehigh Valley. Thus we have a very close relationship. In order for the United Fund to properly serve the citizens of the Channel 39 viewing area we depend on the media to put our needs before the viewers who are then asked to support our agencies through voluntary contributions. While all media are needed, we feel that television uniquely presents us with an opportunity of bringing our needs and actual pictures of our agency operation right into the family living room. It is therefore evident that we depend on public TV to stimulate public support of our local health and welfare and character building agencies. In the past with the fine cooperation of Sheldon Siegel, WLVT-TV, has televised United Fund Agency programs. Participants in these programs have included the actual beneficiaries of United Fund Agency services. By the way we have assured ourselves of a large listening audience by circulating postcards in advance of each of these programs to several thousand and have gotten a real good feedback on the viewers reaction. Priority study by the United Fund of Lehigh County chaired by Mr. Gerald LeMentz, Executive Vice President of Mack Trucks, Inc. showed us that priority problems that must be faced by United Fund agencies include: drugs and alcoholism; family breakdown; crime and delinquency; mental and physical health; and natural disasters such as flood and fire that have been referred to here. WLVT and the PPTN continue to televise programs underscoring

the social problems and needs of our community. We urge more telecasts directly, mobil units if you will, on location from the geographical location of these problems such as from the ghettos, drug agencies, mental hospitals, county jails and so on. Therefore on behalf of the United Fund of Lehigh County and its board I express our gratitude to you Sheldon and to WLVT for its generous contributions to the welfare of our community. Thank you.

Mr. Siegel:

Thank you Jack. Questions for Mr. Houlihan.

Question:

I was wondering Jack, I would like to ask one question as to what you think public TV network can do on a statewide basis for all the United Fund activities. I know you have been very instrumental when we have offered to do programming and we have tried to coordinate between the groups in Lehigh, Northampton County and the forks of the Delaware group in Easton. This has not been at all times an easy job to get programming that everyone will agree on and that everyone thinks will be of value to everyone. What do you think would be the problems that would be found on a statewide level, where perhaps all these agencies might want to put programs that the commission on a statewide basis could be helpful on.

Mr. Houlihan:

For the Pennsylvania TV Network I think there are some answers, I have of course, geared my remarks and suggestions to the local community needs. However, I think you would find a vehicle or facility of this sort of thing could be coordinated through the Community Service of Pennsylvania. The community services of Pennsylvania is a statewide voluntary, well it's a statewide United Fund and community welfare planning council supported by the United Fund in each of the communities and I am sure that you would find through their public relations department a willingness and some technical know-how in working with you individually and on a state-wide basis in such areas of programming. I believe this might be helpful.

Question:

Wouldn't it be appropriate for this organization to contact us and see what can be developed. There is an example. Recently, the Pennsylvania Chamber of Commerce met with us to discuss statewide programs and that would benefit all Chambers of Commerce. We can extend Channel 39 all over the state, or other parts of the state can be extended to Channel 39. We can, for economy of people, economy of money, for

effectiveness of program, put together a packet that would serve the most number of people. We have the vehicle to deliver the impact that you would want to make. I think this is one way where some excellent cooperation and benefit can be realized.

Mr. Houlihan:

This is an excellent suggestion, Phil. I agree wholeheartedly. And I might say, in addition to the cooperation, that you could find through our statewide organization that the United Way of America, which is a National clearing house supported by the United Fund locally with Headquarters in Alexandria, Va. has a radio-television and film department. They would be happy to cooperate on a statewide level. And I will at Mr. Berman's suggestion pass on to these organizations, Community Services of Pennsylvania and to the United Way of America the suggestion that they might be able to come in and cooperate in this area.

Mr. Siegel:

Thank you very much. Dr. Conrad Raker. While Dr. Raker comes to the platform I would like to welcome a guest of his, Mr. T. Edward Engossie who is Secretary for the External Relations for the Lutheran World Federation, headquartered in Geneva. He has joined Dr. Raker and we welcome you sir, to our hearings today. Would you please for the record -would you identify yourself and your affiliation.

Dr. Raker:

My name is Conrad Raker, Administrator of Good Shepherd Home and Rehabilitation Hospital in Allentown, Pa. First off, I'd like to commend WLVT-TV for its thoughtfulness in contacting civic leaders, together with representatives of health and welfare agencies, to inquire how together the public might be better served. The field of endeavor at the Good Shepherd and Rehabilitation Hospital is the care and education and rehabilitation of the physically handicapped. Literally thousands, because of birth defects accidents for diseases, have entered our doors later to leave and become self-reliant citizens simply because somebody cared. The concept of helping the handicapped may have strong emotional appeal, but the strange corollary is that the concept of rehabilitation is not fully understood. This ignorance is found among community leaders, among physicians, and public officials. Few indeed realize that as high as 20% of those on public welfare are disabled, blind, and dependent persons over 65 years of age. How many more are forced to work at very low wages because of lack of skills. Community rehabilitation facilities

are the primary source for reducing public dependency. And if what I have to say has a central theme, it's that. Community facilities are the primary resource for reducing public dependency. This is a fact too little known. Many requiring rehabilitation services do not get this help because they are unfamiliar with the programs offered. Frequently, those who could refer them, physicians and other specialists of human services, are unfamiliar with them. The Lehigh Valley has many excellent rehabilitation facilities, mental health agencies and other programs of rehabilitation, but there is a continuing need for these programs to receive public exposure if they are to be utilized and properly supported. WLVT-TV has produced excellent programs dealing with health and social welfare services. And to my mind there would be a definite benefit to be derived from a series of programs on the concept of rehabilitation in the Lehigh Valley. In each field the presentation, whether panel or field demonstration, should be monitored or shared by an expert in the field. At Good Shepherd our staff has had seminars for people suffering from stroke, for the families of people suffering from strokes, and kindred affliction. These were very well received, and obviously served a good purpose. The Good Shepherd Home and Rehabilitation Hospital and sheltered workshop is one of the most comprehensive facilities of its kind in the United States. Despite the fact that we have been in operation since 1908 there are many people who only have a vague idea of the program of services provided.

A video tape documentary of Good Shepherd's work would be of tremendous value. It would show available resources in a way that nothing else could possibly do. In addition to the Statement that I have just read, may I just say that the word "rehabilitation" is really a worn out word. We rehabilitate automobile tires, we rehabilitate this and that but we are talking about rehabilitation of people. We are not only talking about the physical rehabilitation of a handicapped individual, we talk about a comprehensive rehabilitation which has to do with the inner spirit, the vocational preparation. It's the total rehabilitation of an individual for worthwhile use in society. So, I'm not taking a parochial view. I don't want to just talk about Good Shepherd, though that's what I know best. But I know that there are other agencies in the Lehigh Valley and we all work together. We have a really good valley. We have a good team. But I thought that our contribution this afternoon, if we could suggest to you to have a program on what is rehabilitation. How can the services be obtained by people who need them. So many go by the board simply because nobody knows. What are the community resources and how can we make ourselves available? Another very interesting thing that might be pursued by you is architectural barriers to the handicapped. Maybe you never think of it, but there is no wheel chair yet devised by man that is able to go up and down stairs. So that whenever a building

is built without ramps ipsofacto you're saying "no" to anybody in a wheelchair. That's why when we built our workshop for the handicapped, everything is flush with the pavement. They can come and go as they please, under their own power. At Good Shepherd we have ramps and elevators, every building is ramped. TV programs that would be geared to the shut-ins I think could be of real benefit, just from the point of plain entertainment, too. Allentown Hess Brothers Flower Show and Gina Lollabridgida is in town tonight. I think the handicapped would like to see her, too. We could have also programs about volunteers and how they are needed in the area. Maybe a story about activities of daily living. Maybe you don't realize it, but a person who has had a stroke--after they've been in the hospital a few days and the fear of death has passed--they realize that they are going into a very gray and dim world. They don't know how to cope with it. We have them come over to our place by the hundreds. I'll be the first to admit that the first thing we offer them is hope. But with physical medicine and rehabilitation and constant practice the residual strength that's in the muscles and body is brought out. Many learn to use their arms and legs and become quite useful in society. For instance; for women, just how am I going to take care of my apartment. Just how am I going to do things in the house. We have what we call an activities of daily living unit, --complete kitchen, bedroom, bathroom, --and it is a practice unit. There they practice setting the table, practice preparing the food, under expert guidance and it is amazing how they blossom, how they become useful again. Yes, I think we have a story to tell. I think the whole community has a story to tell in this field. And I would just like to emphasize the fact that we should have knowledgeable people when you do present this. And by knowledgeable people I mean people working in the departments themselves. I've seen hundreds of children and others come to Good Shepherd whose only means of locomotion was to crawl on the floor and drag their useless legs behind them. And by the grace of God and modern rehabilitation I have seen them stand and walk and become useful citizens. We'd like to offer our services to all who need them.

Mr. Siegel:

Thank you. Questions.

Thank you very much Dr. Raker, we appreciate your appearing before the panel. We continue with our public ascertainment hearings on Channel 39 and we'd now like to hear from Mrs. June Cottrell, please.

Mrs. Cottrell:

Thank you I am June Cottrell, President of the League of Women Voters of Allentown. The league is most grateful for this opportunity to present this testimony. On February 4, 1974, a state senator resigned from the State Legislature, saying he had become disgusted with partisan politics on all levels of government. We have allowed government to become too big, he says as he returns to private law practice where he intends to work for reforms in state government. He has been an insider with an opportunity to review present operations of government. We believe if other Pennsylvanians were allowed this vantage point they would demand reforms. The much amended "sunshine bill" will open some new windows on government activities. Although under the present bill some important public and quasi-public agencies are not required to have open meetings, we are encouraged with this degree of progress. Public TV is in a position to educate the public about the public's business. Telecasting those committee hearings where it is possible to do so will cause the public to be aware of impending legislation and provide the opportunity for informed participation in government. We have all had an opportunity to watch the watergate hearings--WLVT made this possible in the evening. These hearings gave the public a better appreciation of the separation of powers of government. The hearings also pointed out the need for legislation, especially on campaign financing -- and the right to privacy for individuals. Congress is now making a serious study of permitting radio and television to broadcast part or all of the Senate and House sessions. Advocates of such broadcasts argue that it will increase public understanding and recognition of congress and help to balance the immense political advantage that any president can realize by commandeering air time on the networks. This is an area where public television can perform a service. In the interim a series of how congress is structured and the legislative process, illustrated by the actual progression of a bill from the introduction until it is signed into a law, would be a good beginning. This station has long been cognizant of the need for public understanding and acceptance of the duties performed by our elected officials. The efforts of this station to enlighten the public with interviews discussions and phone in questions to local officials is most admirable. Public officials gain experience in this medium as well as an opportunity to put their best foot forward. This could possibly give incumbents an advantage at election time. We are grateful to WLVT-TV for the cooperation we received in presenting the candidates on a non-partisan manner to the voters before election. However, candidates jockeying for the public favor often obscure the issues. To more clearly define the issues it would be helpful to have some debates by non-political persons, that is if you can find them. We are fortunate to have many colleges that have faculty and students who might fulfill this

requirement. Another way of achieving this would be some in-depth report on selected topics. This would require a small budget and/or some technical help. Topics might be flood plan protection, steep-slope zoning, as well as other aspects of land use. Certainly private rights versus public rights in land use is a local and state topic of concern. Trash collection as well as waste disposal seems to be a never ending topic. Adequate housing for the low income is a special concern of the Allentown housing coalition. The coalition has put together an analysis of the attitudes they have discovered in Allentown, which would make an interesting program. Many events in the valley are free and open to the public. Some sort of a forecast of these events would be a public service. Thank you.

Mr. Siegel:

Thank you Mrs. Cottrell. Questions please.

Question:

Yes, I would like to ask a question, being from the state network, that would be relative to whether or not you could place any scale or priority of importance on governmental coverage of issues and candidates between National and State and local affairs. Whether you feel there's any area which, as it's now being done on public television, is particularly weak or needs more emphasis? What kind of emphasis you would like to see?

Mrs. Cottrell:

I think that the commercial networks cover national issues pretty well. This station does a fine job with local candidates and issues. I think state issues are where I would put a priority.

Mr. Siegel:

Thank you. Questions? If not we thank you very much.

Our next statement Donna Reim Snyder please. We would like to again remind our viewing audience if you would like to comment on public television and what you would like to see on statewide and locally we invite you to call. Operators are standing by to accept your call and we will relay that information as it pertains to public programming. Could you tell us officially who you are and the organization you represent.

Mrs. Snyder:

Yes, I am Donna Reim Snyder, representing the League of Women Voters of Bethlehem Lower Saucon. On behalf of the board of the League of Women Voters of Bethlehem Saucon I should like to thank WLVT-TV for the past presentations of candidates nights for both the primary and

and general elections. A very informal survey indicates that the viewing audience is increasing for these programs with each election campaign. It is necessary that these programs be produced at the highest possible standards, for these telecasts are often the only visual contact the candidates have with some of the electorate. We have received comments on the unevenness of video quality during some of the candidate nights programs. This is especially noticeable on split screen, and we think much of this is due to the lack of television experience on the part of those appearing. Is an off-camera guide giving tips on clothing selection and make-up, if necessary, and such available? Such information would greatly help our guests in presenting themselves in the best possible manner and would be consistent with your desires for programming excellence. We know that people should cast their votes based on the issues, and how they feel people think about these issues, but let's face it--appearances play a very important role, especially with the advent of television. So the League of Women Voters of Bethlehem Lower Saucon, hopes for continued cooperation with channel 39 in the presentation of future candidate nights. The purpose of the League of Women Votes is to promote informed and active participation of citizens in government. Television is a perfect medium for our purposes. A question on county government reforms act 62 is on the primary ballot in both Northampton and Lehigh counties. The League of Women Voters is very concerned with public apathy. Very few people have shown an interest in the ballot questions, and fewer have expressed a desire to run for the county government commission. In fact people seem unaware of the part county government plays in their everyday lives. Again, we should like to cooperate with Channel 39 in preparing programs on such subjects as: the role of county government, county government reform, and land use in Northampton and Lehigh counties. Such programming in conjunction with the county commissioners' reports would enable viewers to have a better grasp of a little know governmental form. Another governmental area receiving little attention, is the continuing workings of the Pennsylvania Legislature. Day-to-day activities in major legislative areas is quite adequately covered by other news media. But, a periodic review of the status of House and Senate Bills, particularly those affecting Lehigh Valley residents, could be most useful. Such programming would also familiarize viewers with the functioning of the state legislature and would acquaint them with the thinking of the local senators and assemblymen through questioning by investigative reporters from the major Lehigh Valley Newspapers. Again the Bethlehem League of Women Voters of Lower Saucon greatly thank Shel and all the staff of WLVT-TV for their

cooperation and assistance in the past, and look forward to continued productive association.

Mr. Siegel:

Thank you Donna. Questions for Mrs. Snyder.

Question:

May I ask only one partly facetious one. Do you disagree with Scotty Reston who would impose a limit on hair dye and pancake makeup for candidates?

Mrs. Snyder:

I think possibly that is the problem. There is a little bit too much hair dye and pancake make-up on some candidates. We need an evenness. People have thoroughly carried over from ten years ago and they're still presenting themselves as they fashion candidates will see themselves, and say I didn't look very well compared to someone else. If we could level this out, somehow. I think a little information along this line would be of great help.

Question :

We talked about some of the partisan problems of putting programs on locally as it relates to the programs under the aegis of the League of Women Voters. On a statewide basis, I'm curious as to whether or not some programming produced under the auspices of the Pennsylvania League of Women Voters might be very helpful in, perhaps, reasserting the non-partisan aspect of public broadcasting. We at our station have found that by having candidates appear under the sponsorship of the League of Women Voters, when I get these kinds of phone calls I can then refer them to you. Everybody seems quite truly feel that you do truly represent a non-partisan view. How do you think this could work on a state level.

Mrs. Snyder:

I think it could work very well. It would benefit the League of Women Voters in the fact that we exist before the public. We have very knowledgeable people in all phases of government and legislation on the state board. We do have the reputation for non partisanship and carry to a broad basis even in national programming under the sponsorship of the League of Women Voters. I think would be most helpful in presenting issues as basically unbiased as possible. There is a respect there.

Mr. Siegel:

Thank you very much. We appreciate your testimony. Barbara Bauer, please. Mrs. Bauer would you identify yourself and your affiliation.

Mrs. Bauer:

I am Barbara Bauer from the League of Women Voters of Easton. We'd like to call your attention to a Philadelphia League program which has been produced by a woman named Mrs. Tallmedge. It has covered four counties and has been cooperating in semi-monthly programs since April of 1973. Presentations have been in the form of talk, panel discussions or combined narrations and slides. Sample topics are a study of county government, the environment, campaign financing, and a very interesting program called Meet Your Legislator, which was sort of a fireside chat. The Lehigh Valley offers a pool of leagues which could be drawn upon in the same manner. The rest of this statement includes topics that we think would be of interest to the league members and others. We would like to see a review of solid waste disposal, you might want to highlight the Lehigh Valley authority, and their compost and reclamation projects. There is the palmer plan of recycling the solid waste into fuel pellets uniquely suited for use in cement manufacture, uniquely suited to this area. How can people become individually involved in reducing waste? The increasing pressure of allocation of the land is pointed out in a recent article in the Express. We are concerned with a land use policy that provides for the preservation of both the open space and farm land. Should there be a set of priorities? Do we need more shopping malls? Is it possible or desirable to allow for more food production for the area's population. What about provisions for parks and recreation? How would such policy affect housing development and private property use. In relation to the energy situation, we would be interested in discussions of mass transit, its development in the valley as well as high speed connections with New York City and Philadelphia. What are the pros and cons now of projected plans for Nuclear power in the Lehigh and Delaware Valleys. Is solar heat a possibility in this area? You could follow through on the construction of the Pennsylvania Power and Light Energy conserving house which is being built northwest of Allentown. This would be of local and national interest I think. How does a developer work. Perhaps you could get a local developer and build a program about how he gets his idea and follows through from the beginning to the very end. The Easton League feels there is a lack of substance in reporting pending legislation on the state level. We'd like to see some kind of a state reporter monitoring bills before the state which would be discussed in full enough detail so that we could write informed letters to our representatives supporting legislation, or not supporting it. The education committee of the Easton League enthusiastically supports the idea of a regular program about all aspects of the Easton area schools. This was proposed by Father Gill and approved by the Board of Education. Recently in Easton the housing authority report was handed to the Mayor. It noted a 4% decrease

in owner occupied dwellings in the city and it decried the fact that the cities are expected to supply a haven for low income and elderly from all surrounding areas. It made no recommendations for positive action. Many cities are trying homesteading as a way of owner occupancy and reclaiming abandoned or run down homes. Perhaps others are trying different means of coping with similar problems. We'd like to explore them and see if any of them might apply to our area. A group of apartments in Easton, built seven years ago at a cost of 1 million dollars and with a history of 100% occupancy, is up for bids with a minimum bid of less than half a million requested. I have not lived in Easton long, but I know of no other property which has lost such value. On the contrary, privately owned homes are offered for sale at three or four times their assessed value while this is offered at 2/3 of it's assessed value. It may be just a difference between a private sector and a business sector, but it would be an interesting story to follow through and it might be illuminating as to what is happening in the city. Speaking as an individual and not as a representative of the league, I'd like to see programming on mental health in the areas of early child development and the elderly, such as discussions between experts or something akin to therapy sessions with role playing and dramatizations. The Easton YWCA had recently had and will repeat this spring, a program on things to do with preschoolers. This is a program or a series to stimulate parents to give them ideas on things they can do with their children. And last but not least have you ever considered a consumer education series based on the sort of thing that Sylvia Porter does in her column. I think locally her column appears in the Allentown paper. She gives personal finance information, suggests the best time to buy major appliances, helps you know the implication of mortgage rates on specific incomes, etc. It provides useful and practical information on a very basic level. The League of Women Voters of Easton hopes this testimony is useful and we thank you for asking us here today.

Mr. Siegel:

Thank you very much Barbara, and certainly your testimony was not lacking in concrete illustrations of things that public television can do. We particularly thank you for that. Questions for Mrs. Bauer.

Question:

I have a feeling as I listen to you, and my impression is as far as public TV goes the League of Women Voters does surface at the times of elections. Now your activities must go on more frequently. Maybe I've missed programs in between. But is it within the range of your activities that you might provide for the public, between elections, something of a survey of current issues and others about which the public should keep itself informed? Could the various

leagues actually supply amateur reporters who could give objective non-partisan summary of the critical issues at any given moment before the legislature and the public.

Mrs. Bauer:

Well, I have to speak for all of the leagues. But, I think they would be very happy to do so and I think there is a welath of good information among league members. Topics are selected on a yearly basis and they are explored in great depth.

Mr. Siegel:

Thank you very much. The Honorable Gordon Mowrer, please.
Mayor

Mayor Mowrer:

I am Gordon Mowrer and I am the Mayor of the City of Bethlehem. I think I should open by saying I am one of those candidates who have appeared on this station on numerous occasions. I don't use hair dye and I don't use make-up. But I am delighted to be here today and I am in complete agreement with Dr. Christensen's statement that so often the only time people really do see public officials are when you have candidates nights. Those are the times when we appear and I believe there are many other opportunities that should be happening. I think there are a variety of kinds of information services that are much needed as far as Bethlehem City Government is concerned. Obviously, the main objective would be to keep citizens informed of a variety of things that are going on within the community. I'd just picked out three basic categories which I will call to your attention and elaborate on just briefly.

#1) Services the government actaully has available. Bethlehem City Government has a variety of kinds of services such as our recreational facilities. Many people in the community are not aware of them. And to have more opportunities to keep people informed would be a tremendous asset to the community and the citizens at large.

#2) I think keeping citizens generally informed about what government is doing. A specific example of something you recently did concerning the proposed hotel and convention center and theater for the performing arts, of which we are in the basic development stage right now in the City of Bethlehem. It's very important that the public is aware of what we are doing and the ideas behind them and how we plan to make such a program work and what it will do for them. This kind of service, in my judgment, is a valuable asset to the community.

#3) I think making public officials more acceptable. We can only see so many people, because there are just so many hours in a day. If

more opportunities are provided for the public to see their elected officials on television, and I speak specifically for the City of Bethlehem and to ask questions whether we are members of council, the mayor, or that matter even to bring department heads on, I think it makes the public feel that they can have some kind of identity. I think particularly today when you consider the reputation that political figures have, this becomes increasingly important. And I would urge you very strongly to increase the number of shows that would fall into this category. In Bethlehem in my judgement, we have not taken advantage of public television as much as we should or as much as we could. It would be my hope that this situation can be corrected, and I know we will receive excellent cooperation from you, because I have already talked to Mr. Siegel about this and I know that he is willing to cooperate in every way that he can. And I plan to take advantage of that on a regular kind of situation. Are there any questions from the panel.

Mr. Siegel:

Thank you Mr. Mowrer. Question for Mayor Mowrer.

Question:

I would ask one which has to do with whether or not you conceive, as mayor, of anything which the state network could provide you in Harrisburg coverage in terms of a chance to talk to the Mayor of Pittsburgh or some place else. Some of the program ideas we have bounced around is the idea of a mayors round table. We might have mayors from seven cities at our various stations have a chance to talk about some of their common problems. Again, this would be for the public's benefit but it might also be for the mayor's benefit. The point of the question is whether or not there are programs you would have the state network provide which would be of particular help?

Mayor Mowrer:

Mr. Leonard, I would very definitely support that concept. I think the more communication that mayors can have, the better, and publicly makes it even more interesting. People become aware of the kinds of things that we must do, the kinds of problems that we have, and our approach in trying to solve them. Lots of times we could have a round table type of discussion we can pick up some ideas from Pittsburgh, Harrisburg, or some other city in the Commonwealth. And we have some ideas that we are using in Bethlehem that we think are pretty good and we are willing to share them. But time is a factor. If we could get together and have something scheduled then you discipline yourself to do it and I think it's great. As a matter of fact, interestingly enough

or not, we are getting together in Bethlehem with the next two mayors, one from Easton and one from Allentown together, just socially I don't know that this has been done in the valley. It's only when you are kind of forced to do it that you can do it. But, you automatically share ideas in thinking when you get together and I think this is a great idea.

Question:

Public broadcasting has a problem of audience, viewer, response. There is a statement often made that hearings and meetings are very boring and you lose your audience by putting on too many meetings where you discuss routine problems. How could you make such programs interesting enough to serve your purpose and also keep an audience alive?

Mayor Mowrer:

I have an excellent idea Mr. Berman. I would like very much to see some programs on the spot. Rather than having to come up to a cold studio and have them televise from the studio, I'd like to see us go out right out on the spot. We have some problems at our waste water treatment plant, and this going to affect the entire areas that's involved as far as Bethlehem is concerned, and if we could televise a show from the waste water treatment plant or from our sanitary land fill, it would have a little bit of extra audience appeal. If we can go to the scene of these problems I think it would be a great deal more meaningful. And I think people will find it more interesting. I'd like to see more of that.

Mr. Siegel:

Other questions for the mayor. If not we thank you very much for joining us. Mr. William Gledhill, please. Mr. Gledhill could you give us your name and affiliation please, for the record.

Mr. Gledhill:

Yes, I am William Gledhill, Director of Educational Media of the Northampton County Area Community College. The educators of the United States and Pennsylvania have been charged with the responsibility of providing equality of education of the best quality we are able to muster. This responsibility bears exceptionally heavy on the community colleges due to our basic job-oriented goals and career programs. In order to fulfill these goals we need the continued support and assistance of the community, and particularly the support of the local television network. Locally originated programming and local production and local creativity. Many good programs are being broadcast that are extremely useful to our instructors, but most of these are rebroadcasts from network programs. There are many good historical, cultural and

scientific programs begging to be produced in the Lehigh Valley area. There could be a weekly program from the art museum and other art institutes, plays performed in local theaters and colleges, and concerts performed locally. There could be a daily news program, emphasizing local news, weather and sports. There has been some effort made recently to involve the local schools in programming. Several steps have been taken, but more and larger steps are necessary. The local schools and colleges have a wealth of excellent resources most of which could be made available to WLVT-TV. On a cooperative basis we could produce college level or remedial programming, possibly even going so far as offering credits for courses completed. Perhaps we could see some programs on new math. That would enable parents to better understand what their children are learning in school. We could cooperatively produce something like English as a second language to assist the minority members of the community, or perhaps some studies of the various cultures represented in the Lehigh Valley area so that all citizens might better understand each other. I would like to take this opportunity to compliment WLVT-TV for the fine work that has been done in providing programming of extreme value to the schools and the community. I would also like to encourage more of the same in the future as well as increased local coordination and programming.

Mr. Siegel:

Thank you, Mr. Gledhill. Questions for Mr. Gledhill.

Question:

Mr. Gledhill, is Northampton college currently preparing a weekly program on art in the valley?

Mr. Gledhill:

We are presently working in cooperation with the local cable co. on a series of video tapes of what we call mini courses. These mini courses are free small courses for a few hours, perhaps five or ten hours and down to one hour, for the purpose of providing some sort of instruction for the community. And they involved all aspects of transparency production, television production, to Puerto Rican Culture and we have one on South American cooking. We are presently working on a series to be aired over the local cable co. Now this is one of the ideas that I have reference to that the resources of the college could be made available to WLVT. These could just as easily be produced here and aired via 39.

Mr. Siegel:

Other questions? If not we thank you very much for joining us. Mrs. Jack Buttmer, please. I hope I have that pronunciation correct. Jack could you give us your name and affiliation?

Mr. Buttimer:

I'm Jack Buttimer, Planning and Evaluation Director for the Community Action Committee of Lehigh Valley. As a community action agency we feel that local TV programming should address itself primarily to local issues. One critical issue in the Lehigh Valley is the plight of those families living in poverty. Since 1964 when the economic opportunity act became law, representing a high point in the so called war on poverty, community action agencies across the country have worked to provide jobs, upgrade educational opportunities, establish child care programs, increase direct health services, provide transportation networks, staff youth center, and provide programs for senior citizens. Some of these programs have proven to be useful, imaginative and progressive. They have contributed to a new sense of worth and dignity for many of our citizens. Other programs have been, frankly, ineffective. They have suffered either from a lack of funding or imagination or foresight or all of those, and especially from local participation. With the advent of what has been billed as the new federalism and the defunding of the office of economic opportunity, the war on poverty has apparently been declared ended, at least on a national level. The initiative has been given directly to local communities and their elected governments through such mechanisms as revenue sharing. And yet, in 1972 when general revenue sharing became a reality, less than 1% of these funds were used nationwide for social programming. Local communities were and are concerned with the more visible and politically viable issues of increased police and fire protection, water treatment plant, sewage plants and other necessary and popular services. It is the people who still live in poverty who have been put on the back burner in America. WLVT can and should make every effort to bring to the attention of the citizens of the Lehigh Valley the specific needs of the families of our valley who are still faced with the daily problems of poverty. Lack of jobs and job training, the need for increased educational opportunity, especially among minority group members, health care, housing and so forth. These are not new issues and they are not hot issues, nor are they glamorous. They are however an ever present reality for many citizens in the Lehigh Valley. The attempt to bring these families to the attention of the general public ought not be done out of any desire for cheap publicity or emotionalism. The goal should be to increase direct services to these families. Such specific items as the airing of local council meetings, programs designed to educate on consumer issues, and especially those consumer issues which bear on lower income families. Programs created, as Mr. Gledhill mentioned, for the non-English speaking population or for example on the state level, state models of what other cities are doing in the area of anti-poverty work. All of these would contribute toward the goal of greater service. We recognize in order to address this issue WLVT might find it necessary to look long and hard at the power

structure within the local community, At schools and colleges and industry as well as local units of government, not to mention social agencies which are designed to deliver the kinds of service about which we are speaking. We feel that such a searching would be to the public good. WLVT can play an important role in making sure that the families which live with the daily fact of poverty in the Lehigh Valley are assisted so that they can make a better contribution to society in general and to our local communities in particular. I thank WLVT-TV for this chance to be heard and refer you to our written testimony for further details.

Mr. Siegel:

Thank you, Jack. Questions? If not we thank you very much.

Dr. Eric Ottervik, please. Would you please identify yourself and your affiliation for the viewing audience.

Dr. Ottervik:

I am Dr. Eric Ottervik and I am the Vice Provost at Lehigh University. On behalf of Lehigh I would like to say how pleased we were to have been invited here today. As an educational institution it's a pleasure to interact with an educational television station. I'd like to divide my brief comment into parts. One to compliment WLVT on some of the programs that they have been running, in particular, I have been sitting here for awhile listening and if you do everything that has been recommended, either you will be on the air 36 hours a day or you will have to cut out most of what you do now. And certainly we would not want to see you cut such things such as the Candidates Night, the Managers Chats, coverage of such things such as Watergate, the Spanish language program you have, cultural coverage such as the plays, opera some of the BBC production such as Henry VIII, the Churchills, Dorothy Sayers and so on. In particular of course from Lehigh's point of view there has been coverage that has complimented events that we have put on, such as our annual Blaustine Lectures, when you have conducted an interview with the speaker at the time, such as Harold Wilson, Prime Minister, of Great Britain, that allowed the people of the valley who couldn't come to the lecture to meet and hear him. And of course coverage of local sports. This has all been very excellent. I would like to echo some of the comments that have been made by some of the people who have spoken before me, specifically for example, Mrs. Cottrell who mentioned the number of colleges in the valley which have people on the faculty and staff who could be easily available to the TV station to discuss some of the issues that either are not discussed or discussed only by political candidates for office. In particular, on the local level there are problems that have to do

with the city government, urban renewal and redevelopment. Very close to the Lehigh and the other colleges heart, there are problems relating to the relationship between town and gown. State level, as someone else mentioned, you get great coverage of local candidates and on the networks, national candidates, but not enough about state candidates and state issues. I think all the colleges in the Lehigh Valley and elsewhere would welcome more coverage of some of the issues facing higher education. Particular questions having to do with state support of higher education, particularly private higher education. And on a national level there are issues having to do with energy conservation, ecology and so on. Not only is coverage needed of these, but my point is that at Lehigh and other colleges there are people who are experts in these fields who could provide insights for your viewers. I'd also like to echo the comment another speaker made about the showing of some of the cultural events that go on in the valley. As I mentioned earlier, we have a lot of plays and opera and so on, but there are at one of the other colleges every week, some play or musical performance going on that could be taped or show live. I know that some of the colleges and universities particularly, Lehigh and Northampton Universities, have TV facilities of their own that are sort of budding things there, just being established, and I would hope that television could work with us to help develop our facilities and our programs and give us some help, and maybe we could work with you. I understand there is apparently some problem in just interchange of programming because of compatibility and quality, but I would hope that there would be a way for interaction at that point. Finally, I sense and I have heard other people say this, that there is some slight problem that many educational television stations probably have in reaching the public--in attracting a large viewing audience. It is, I suppose, a basic question of publicity. I realize that it is a difficult problem because it involves a question of the funds available to the station that it can use for these matters. But I find often that people are not aware of what WLVT has to offer. They are constantly bombarded by what is available on national network TV, and after the fact somebody will say that did you know such and such was shown, did you see that on public TV? No, I didn't really know about it. And I would hope that there would be a way to make the residents of the valley more aware of what it is that WLVT has to offer, because it's doing a fine job. Thank you.

Mr. Siegel:

Thank you. Question for Mr. Ottervik? If not, Eric thank you very much for joining us.

We will continue now with Dr. John Daniels. Would you identify yourself and your affiliation, please.

Dr. Daniels:

Yes, my name is John Daniels. I am a practicing Doctor of Chiropractic. I am wearing two hats today. I am here to speak on my special interest which is Chiropractic. I am also a member of the Easton Area School Board and would like to address some remarks to that. I would like to point that although these hearings are to ascertain the needs of certain special interest groups, and we, the Chiropractors of Pennsylvania feel that chiropractic is our special interest. But it would be to the benefit of the general public. I would like to point out that chiropractic is not, and I repeat is not, a competitive healing art. Rather, any educational program should be that of showing the public that chiropractic is an alternative healing art. We the Chiropractors of Pennsylvania for the following reasons believe it is incumbent upon public television to get the message across to the public. Today approximately 18,000 chiropractic physicians serve millions of chiropractic patients throughout the nation. A thousand Chiropractic physicians alone practice in Pennsylvania. Opportunities for placement in the profession are practically unlimited. 5,000 chiropractic physicians are needed now and an additional 5,000 will be needed in the coming year. There are ten recognized colleges of Chiropractic practice in the U.S., one in Canada, and one in England. Chiropractic regulations are through legislation. The practice of Chiropractic has been granted legal status in the Commonwealth of Pennsylvania since the chiropractic legislation act of 1951. Workmen's compensation insurance, chiropractic claims are honored by workmen's compensation on an equal basis with other healing arts. Medicare, which is title 18 of the federal medicare program, claims submitted by the chiropractic physician are honored under this program. Pensicare, title 19, federal medicaid program, which is in essence the welfare program of the state of Pennsylvania, chiropractic claims are honored by this program on the same basis as other healing arts. Insurance equality laws, legislation now requires the recognition of the chiropractic physician on an equitable basis with the members of other healing arts. Most importantly, and just recently in December of 1973, President Nixon signed the Health, Education and Welfare and Labor Department Appropriations Bill for this fiscal year, it amounted to 32.9 billion dollars. Included in that bill is as much as two million dollars earmarked for chiropractic research--under the National Institute of Neurological diseases and stroke of the National Institutes of Health. This is extremely important because this is the first time in the 78-year-old history of Chiropractic, that federal

tax dollars have gone for research for Chiropractic. The public is entitled to know. What is chiropractic and what is it all about. Two things that we have in mind, for local, statewide, and perhaps national chiropractic recognition on public broadcasting, would be programs related to chiropractic similar to the programs now carried such as "The Killers" or "Consultation," which are medically orientated. We do not state that these should be eliminated, only that more information on chiropractic and other healing arts should be brought to the public. Our two national, our state and many local associations, stand by to supply you with a wealth of information -- to procure these programs. We feel also that many problems that arise start in the early ages where there is little attention given to posture and spinal hygiene, which starts of course in school. There are excellent preventative programs, dental hygiene programs, but there is nothing on the care of the spine in schools. We feel that programs should be during the school day to be utilized by the classroom teacher or the director of health and physical education. Programs on proper posture, to educate the teacher as well as the parents and the student on how to sit at their desk, and sometimes it's because of faulty equipment or faulty lighting that children seem to assume bad posture. Prevention of this at an early age would prevent a lot of the problems in the future. It has been estimated that 95% of the population of the United States suffer some type of back disability. And more man hours and dollars are lost each year in this country in back disabilities alone. So prevention is the word. At this point I would like to put on my other hat and that is as a member of the Easton area schoolboard. I think that everything that WLVT has done has been fine. I'm not alone in this opinion. The use of educational television in the classroom is an excellent adjunct to education. However, it is my opinion it is a necessary and valuable too and that certain teachers might not be using this tool the way it should be used. I would suggest in service programs in cooperation perhaps with the intermediate unit -- for teachers on how to use effectively this most valuable tool. Thank you.

Mr. Siegel:

Questions ? If not we thank you very much Dr. Daniels for being with us. The Rt. Rev. Frederick Warnecke, please. For the record would you identify yourself and your affiliation.

Rev. Warnecke:

I am Frederick Warnecke, and I have no affiliation this afternoon, because I have come not as a bishop or a churchman. I'm not speaking for any organization, I come as a citizen and possibly after looking at your list of people taking part on this program, the only one who comes

simply as an American Citizen. And I say this because I don't want to speak about programs, but about citizen participation in the life of public television. I think it's almost accepted by all of us that we American citizens are a troubled people. We know all the strength and all the goodness of American Life and yet we are aware of the kind of sickness that is aboard in our country. The present shakey economy with it's shortages, it's terrible prices, fear of unemployment, continuing unsolved problems of energy and pollution, the problems of poverty, discrimination, of bad housing, all of these things that we have been living through with our generation. What terrifies me most of all is the present almost incredible lack of faith in our government. There is a cynicism that the government is not of the people, for the people and by the people today. And in the fact of this -- lack of credibility, we feel powerless. Now I haven't come with any easy glib answers to what are exceedingly complex and intricate matters. And I don't know of any cheap or quick panaceas. But I don't think that in this crisis there are important ways in which the mass media can be creative and constructive. Thomas Jefferson once said, were it left to me to decide whether we should have a government without newspapers or newspapers without government, I wouldn't hesitate a moment to prefer the latter. It may be hearsay in a television studio to quote that, but he obviously meant that trustworthy communication is basic in a democracy. Today television has certain decided advantages in this situation. On television we can look each other in the face. And there are not only words, but there is the way in which they are spoken, the inflections, the emotions of the one speaking. And all of this helps to reveal a personality and the basic truth. All of you who are much more professional than I am would agree that communication involves the full personality. But it is more than simply the static broadcasting of news or information. There is dialogue, its interpretation and evaluation. And there ought to be a place in it for the current crises, for dissent and difference, argument and the offering of some new and different opinions. And so as a citizen I come this afternoon to urge public television in the state of Pennsylvania to live up to its name and invite a great deal more public participation. I recognize the immediate problems it presents, a good deal of the public can be uninformed and some of it malicious. But there are also concerned people in every community and there are concerned leaders. They ought to have a chance to meet and exchange their viewpoints in the marketplace of public opinion. Where else do we the ordinary citizen have a chance to face our elected and our appointed officials? How can we be heard with those who really exercise the powerful leverage of leadership and industry and the social services of our community and our cultural life. And we the people need these opportunities today give them a chance to press us also as to our integrity. Now I know

that public television and this station has ventured into this area and I am grateful for all that has been done. But I want to say that it has been often too timid with establishment panels, of which I have been a member from time to time, very polite interviewing and questions that are often screened and planted. How I long for public television to take the risk of being a true forum in American life, with all the torment of democracy present in such programs. Town meetings, as you know, were the matrix of the American revolution of the founding of our country. A recent writer characterized the years since that time as 200 years of hope and of hurt. I'd like to see public television address itself to the hopes that many American citizens have and to attempt to heal some of our present hurts. Thank you very much.

Mr. Siegel:

Questions for Bishop Warnecke.

Question:

I think Town Hall is great. It served very well hundreds of years ago. How can you get people to get involved in town hall, other than those that have a mission that might not be in sort of an arena of town hall communication? I think town hall has to be a participation of all the people, or segments of **all the parts of the** society. When you open a platform to people, the ones that respond are not necessarily the total to be a worthwhile program.

Rev. Warnecke:

My friend Mr. Berman, you have responded to your own question. Of course, there is going to be a risk. And of course we are going to face some of the pressures, and I don't know how to handle that, off hand, except to accept the risk of giving the Americans a chance to be heard. I do think that part of the varied frustration and tension of not simply minority groups, not simply young people; and old people, but the tension of many American citizens -- there's no place in American Life in which they can express their concern. It wouldn't always be constructive. I have already said in my statement, some of it might be uninformed and malicious. But I think we ought to take that risk. Public television, means what it says, it is a chance for the public to be involved in communication in American democracy. Unless this becomes another statement, I leave it to those who face the professional responsibility to work it out and say only that we ought to be ready to take the risk.

Question:

Good point. I would like to bring this down to a specific, and see if this is the kind of thing you are talking about. The Public TV station in Philadelphia, and some others around the country, have what they

call public access programs in which a half hour every day is open to whoever it is, whatever organization, whatever individual, that can gather enough people together to put on a program. The station books them and tells them they can't swear and malign other people and get involved in law suits. Just the most basic kind of ground rules, and get them on the air. Just who is watching and how exciting it is is something of course that we don't know. That's part of the chance that of course, is taken. Is this perhaps in some way what you are talking about?

Rev. Warnecke:

That would be one way, I would think, of approaching it. And sometimes it might be another failure and other days it might be a great success. It might be, as you say, an integrated group, a group that is all homogeneous, a group that is all concerned about a single problem. But I'd also like to mix up people. I'd like a chance, for example, for some of our Puerto Rican American Citizens of the south side of Bethlehem to meet some of the people from the other parts of the city. And give them a chance to really talk back and forth and to meet their leaders in the context of the rich variety of pluralism we have in American life. We seldom get a chance really to boil in a kind of Irish Stew very often, you know.

Question:

I think some of the things that you refer to in the town meeting type of concept, are now being tried. By the time this program airs a statewide town meeting will be held. There will be one a month on public television, statewide, the last Thursday of every month, from 8 to 10:30 on a whole variety of issues. So perhaps although you didn't envision this as part of your remarks much of what you said in the last five minutes is already coming to pass.

Rev. Warnecke:

I simply plead for the public's participation. I don't care much what the format of the program is. I think we might try some very new kinds of programs. The town meeting is not what I'm trying to sell, but it is public. Thank you very much.

Mr. Siegel:

Thank you very much. Mr. Frank Cosgrove, please. Mr. Cosgrove would you identify yourself and your affiliation, please.

Mr. Cosgrove:

I am Francis Cosgrove the Executive Director of the Lehigh Valley Community Council. To follow on the Bishop's comments, I think his reference to Irish Stew was well taken. I don't know what he meant by that particularly

perhaps a potpourri. I remember that when I was served it at home, it was very delicious and very desirable and I think this mix that the bishop is asking for is quite similar to what we in the community council seek. Community Council is a planning and research organization, voluntarily organized, and its main purpose is that of provision of services in the Lehigh Valley area. So our area is consistent with the area served by Channel 39 and we feel that there are many things that we have in common and much that we can do together. My only regret at this moment is that we haven't taken more advantage of the opportunities here at Channel 39. Several of our staff appeared on programs in the past, yet we really could have been involved in many others or perhaps, if you will, designed a program for you and presented it. We have been aware of the excellent programs that you have presented on a national, state and local level and we appreciate the wide range of programming and your emphasis on the human services. Particularly, in terms to the minority groups, we have been pleased with your approach to making known the needs of our Spanish speaking, black and other ethnic groups in the community. We would comment particularly for the many programs that you have aired nationally and also for the opportunity for us on a local level to get to know more about state level issues as they are presented. We are also appreciative of the value which the community has in hearing more about the work of the county commissioners, the work of the school districts, city councils and other public and voluntary organizations. We ourselves were chief participants in a program recently presented on community education. We thought that this was very well done by Channel 39 and we are appreciative of the time limits of this program, because community school was just being developed. It has not yet been implemented, but through Channel 39 we were able to call attention to a wide variety of leadership in the Lehigh Valley to this special program. We would particularly emphasize the opportunity for combining the many group of leaders that we have in the community, all to zero in on specific group underscoring that particular group needs, putting forth in an educational way, the goals of that particular organization. But we feel that it might be better for Lehigh Valley as whole if we could help you to bring together several of these groups and design a program which would have to bear on a single issue of community need rather than the edification of the people of the Lehigh Valley appropo of a specific single group or position. We would like to see, then, fewer stilted panel type programs. We would also prefer to see more on -site-action programs. And I don't intend to elaborate on these items because those who have preceded me certainly have touched on it. This is probably one of the advantages of being toward the end of the program -- everyone has said what you wanted to say anyway and probably said it much better, and I guess in my case it would be just as well to let what was said remain on the record and let me go on to some other items. We realize full well that to do all that's being asked

of you today, will require much money, and we would want to take this opportunity to urge the citizens of Lehigh Valley to provide funding and support for their television station here in the valley. We understand, with you, the need and problem of bringing education on any subject to the public at large. And we realize the value of having the public television network in our area. We feel we can be helpful to you in bringing together the various agencies that are providing specific services and developing with you a program around current welfare issues. Certainly there are a number of them that need to be aired and need to have both sides of the issue brought before the public. Community Council represents over 200 agencies and organizations in the Lehigh Valley, many of whom presented information to you today. We also represent a number of agencies who do not have the capability, individually, of getting their message across. They have a very short budget and their opportunities for PR is extremely limited. They look then to the media such as Channel 39 for these opportunities. I wondered as I sat here and listened to others, and particularly since I looked upon your map which indicates the various cities in the state of Pennsylvania in which the TV channel such as yours exists, it is certainly obvious that public TV has covered every corner of Pennsylvania and every major city. I wonder, with the energy crunch, it certainly is going to make people reluctant to move around from one part of the state to the other for conferences. But such conferences are important and essential for communication, for developing support -- around issues and for getting citizen participation. Then if this energy crunch is going to restrict our mobility, is it possible that Channel 39 along with other channels in the state TV network, might provide a hook-up whereby people from various points in the state could make presentations at their local channel and this then be shown statewide with response from people from the other sections of the state? Similar to telephone conference calls. Seems to me that in our business we are going to have to make more telephone conference calls these days. We just won't have the gasoline, I'm afraid, to get to the various parts of the state. And a similar idea might be possible with Channel 39 and public television. We appreciate the opportunity of talking to you and we want to congratulate you Shel for the excellent job which you have done. Thank you so much.

Mr. Siegel:

Questions for Mr. Cosgrove. If not, we thank you very much for your patience and for being with us today.

The Honorable Joseph Daddona, please. Mr. Daddona would you officially identify yourself and your affiliation, please.

Mayor Daddona:

Joseph Daddona, Mayor of the City of Allentown. Thank you. Am I limited to how much time I can use?

Mr. Siegel:

Three minutes if you would and that would give us time for questions.

Mayor Daddona:

Mr. Siegel and various members of the panel, I am very happy to have been asked to participate in this to hear some of the opinions and feelings on the part of the various segments of our community as to how public television has been doing and how it can be more effective in our community. I certainly feel from the past evaluation of the many, many, fine programs and events covered here locally by Channel 39, you might think there is very little room for improvement. But I am sure the reason you have in having such a series as this is to see if any of us can think of any areas or have noticed any particular segments that might be helped by additional types of programming. You know I have been a participant for quite a few years in public affairs programming. I think this is excellent. And more of the type of thing where you have officials on to address the public and then allow phone questions to come in, I think is an excellent way to involve more and more people in what's going on their various municipal governments. I might suggest in that area that you might consider broadening it to some of the commissions and boards. As an example, the authorities, the housing authority, redevelopment authorities, planning commissions, human relations commissions, who also are all agencies that have public meetings and that many, many, people are not aware that they are distinct arms of city government. And I am talking in particular now of Allentown, where the agencies are in many degrees autonomous, yet many citizens don't realize that they are not under the direct control or direction of the elected officials of the community. Although we do have an opportunity to appoint the members, with the approval of city council, once the body is functioning it's primarily an autonomous function depending on what the area of responsibility is that they have. Many people in the community don't understand it. Perhaps if we had some public affairs programs on their meetings and on the work that they do, and allowing them to be questioned by the public it might be helpful. One area I felt, and I think you will admit Mr. Siegel, aware of that you could be of great help in getting across the actual operation of city government is if you could do some live programming on the spot. Coverage of meetings, such as city council meetings, such as a public hearing when some of these boards and commissions actually meet in the locale. If they could be covered live and if the function that is being covered in addition to being covered live can be shown later on a replay or retape this would help your public affairs programming. I would like to see more of the on-the-spot type of specials on the city government, such as we have a water treatment plant, a sewerage treatment plant, in the city of Allentown two vitally important facilities that very few people have an opportunity to tour

or to get an in-depth working knowledge of what it involves. Making sure that people have fresh water to drink every day or making sure that their waste water is properly disposed of each day. A program where you can tape on-site interviews and tours through these facilities would be a tremendous help to cities in getting across to the people what their tax dollars are going for. And finally, the idea of inter-governmental seminars and a simulcasting, if possible, where the officials of each city could get together covered by a Channel 39 simulcast with a conference to discuss problems of concern and mutual recognition. Participating in it, of course, the public by allowing phone questions to be responded to. There are others, but these are basically the three major areas which I'd like to see additional effort put into television.

Mr. Siegel:

Thank you Mayor Daddona. Questions for the Mayor.

Question:

I'd like to ask my question please, which has to do with the statewide nature of the network. Do you believe there would be some sort of service which could be provided to your office or city like the example I used earlier, the Mayors town meeting across the state, to be able to converse on some of the issues which you face with the Mayor of Harrisburg, and Erie and everywhere else. On a simultaneous kind of basis, not only as your last suggestion pointed out you were thinking in terms of Lehigh Valley. My question would be as to whether you think it might be equally valuable to expand that to a statewide seminar?

Mayor Daddona:

That would be tremendous Mr. Leonard, on this basis. I certainly, as one mayor of a third class city, would find it very interesting to be able to participate in something like this where mayors and councilmen of cities of approximately our size or classification could discuss problems of mutual concern. I think that would be great. You might want to limit it on a population basis, because problems are similar but of different magnitude and I find when attending sessions like the Pennsylvania League of City Conferences, when I'm talking to mayors of cities of about the same size, within a few thousand, we are talking about the real similar problems. If I talk to a mayor of a city of 10 to 15 or 20 thousand we have the same problem but his is in an entirely different magnitude and his way of solving it takes an entirely different approach than what we might be looking for. I think that would be great. I'd support something like that. Or participate if asked.

Mr. Siegel:

Thank you very much. Although you are viewing this program in March I would like to commend all our witnesses and Mayor Daddona, because the day that this program was taped was a day that we expected few witnesses and we are most pleased with the community stature and the calibre of many of our witnesses who really took time from very busy schedules including our panelists to be with us on this day. We in particular thank you Mayor Daddona for doing so.

Mayor Daddona:

Thank you and keep up the good work.

Mr. Siegel:

I believe we have one final witness, Mr. Samuel Fisher. Mr. Fisher would you identify yourself and your city and hometown.

Mr. Fisher:

I am Samuel M. Fisher. I am Chairman of a one-man committee, the NCCFCCN (National Citizens Committee to Find a Cure for Cancer Now). I am from Haverford Township in Delaware County. Pennsylvania Public Television has both a unique responsibility and unique opportunity to help tens of thousands of Pennsylvanians annually. As an extremely prejudiced witness, I believe that the public television network in Pennsylvania should include a minimum of eight hours of programming a month on the subject of cancer diagnosis, detection, prevention, maintenance, rehabilitation and in general improving the awareness of the role of citizens in ultimately bringing about the conquest of this dreaded disease. One: Specifically I believe the Pennsylvania television should have a program aimed at the medical profession for at least two hours a month that would be in the nature of a seminar or professional development opportunity to inform medical doctors by providing information from county medical societies and the American Cancer Society, so that they could better diagnose and detect cancer in their patients at the earliest possible time. Two: Two hours of programming a month should be aimed at the general public that would provide information concerning the prevention of cancer and what an individual can do to aid in the early detection of the disease, including an explanation of the value of an annual physical examination. Three: Perhaps, one hour a month of programming should be devoted to be shown to high school students centering on the theme that your mommy and daddy are at an age when one out of four of them will die of cancer, and telling them how they can increase the survival rate of their parents by taking a cancer identification annual check-up. In at least one other state local industry has provided free gifts to high school students to get their parents to receive their physical examination. Perhaps this could be done in Pennsylvania as

well. Twenty-three thousand five hundred Pennsylvanians will die of cancer this year, 1974. Four: 43,000 Pennsylvanians will contract cancer this year and since many more are successfully living with cancer it would seem reasonable that two hours of programming a month should be devoted as to how to live with the cancer victim. Information could be made available that could make the life of the victim and the family more meaningful. Five: At least one hour a month ought to be devoted to what any one citizen of Pennsylvania could do to help in this fight. For example, there currently is a bill before the House Ways and Means Committee in the United States Congress, HR 10746, introduced by Congressman Jack Brinkley of Georgia, that would raise three billion dollars a year for the next five years with these funds being used fully for cancer. Interested citizens could bring about the passage of this bill by writing to their senators and congressmen and by making them aware that they want a measure like this passed by the congress. Or they could call Western Union in a toll free call 1-800-257-2211 and ask that the public opinion message be sent in their name to Wilbur Mills, Chairman of the House Ways and Means Committee, where this bill is currently bottled up. This telegram can be sent for a cost of \$2.00. Cancer is the second largest cause of death in the state of Pennsylvania and is the disease that is most feared by the majority of the population. Can you think of a better way of spending eight hours of public TV programming time. That's the end of my statement.

Mr. Siegel:

Thank you, Mr. Fisher. Are there any questions? If not, we want to thank you very much and despite the very bad weather we had we do appreciate the fact that you came such a long distance to testify today. And we'll be certain that your statement will be known to officials on the public television commission. We particularly thank you for joining us.

This concludes the formal part of our ascertainment program. I want to thank the panel and all of the citizens from the Lehigh Valley Community who joined us for our telecast of this public hearing on ascertainment on public television.

- END -

TRANSCRIPT OF HEARING

HELD AT

WITF-TV

HERSHEY

February 13, 1974

List of Participants
Public Hearing
PPTNC/WITF-TV, HERSHEY
February 13, 1974

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1. The Honorable C. Delores Tucker, Secretary of Commonwealth.
2. The Honorable Richard Snyder, Senator, 13th District Pennsylvania Senate
3. Dr. Gaye McGovern, Director of Curriculum, Harrisburg City School District.
4. The Honorable George W. Gekas, Representative, 103rd District, Dauphin County, Pennsylvania House of Representatives.
5. The Honorable Genevieve Blatt, Judge, Commonwealth Court of Pennsylvania
6. Rabbi Samson Shain, Shaarai Shomayim Temple, Lancaster.
7. B. Anton Hess, Educational Consultant, Camp Hill.
8. Ann Gropp, Director of the Bureau of Public Education, Pennsylvania Department of Welfare.
9. Rev. David T. McAndrew, Director of Communications, Roman Catholic Diocese, Harrisburg.
10. Kohlman Cohle, Lobbyist, American Association of Retired People and National Retired Teachers Association.
11. Dave Page, President, Student Body; President, National Honor Society, Redland High School.
12. William Simpson, Secretary and General Counsel, Susquehanna Broadcasting Company, York.
13. Rabbi Ben-Ami, Temple Beth Shalom, Camp Hill.
14. Homer Floyd, Executive Director, Pennsylvania Human Relations Commission
15. Dr. Gilmore B. Seavers, President, Shippensburg State College.
16. Noah Wenger, Farmer, Stevens.
17. Mr. Francis Coulson, Executive Director, Lincoln Intermediate Unit, New Oxford.
18. The Rev. John Galloway, First Presbyterian Church, York.
19. Robert Bernat, Executive Director, Pennsylvania Council on the Arts.
20. Lorraine Ryan, President, Pennsylvania State Education Association, Lower Dauphin District.
21. Todd MacIntire, Student, Harrisburg Area Community College; Reporter, Harrisburg Independent Press.

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22. Connie Brown, Parent, Lancaster.
23. Jarvis Shaffer, Vice-President Civic Affairs and Public Relations,
Greater Harrisburg Area Chamber of Commerce.
24. Joel Weisberg, Director, Pennsylvania Bureau of Consumer Protection.
25. Dr. Nicholas Nelson, Associate Dean of Education, College of Medicine,
Hershey Medical Center.

TRANSCRIPT OF HEARING HELD AT WITF-TV

HERSHEY, February 13, 1974

Good evening, this is a public hearing and you are listening to testimony from witnesses but no one is on trial tonight. We have convened instead to listen, to grope, and hopefully to grow. We are here tonight because the Pennsylvania Public Television Network and WITF, Channel 33, here in Hershey, want to provide a forum for the people in South Central Pennsylvania. We hope to hold a mirror to our many faceted state and communities and hear from a variety of people what they feel public television should be doing. We want to learn about their needs and how public television can help meet those needs. We hope to hear what the witnesses feel public television does well and not so well. And we want to hear what they think public television is not doing now that they feel is important for us to do in the future. Tonight we are going to hear from witnesses who represent, not so much organizations but areas of community life. We will hear from some well known people; some who are known mainly to their families and neighbors. Among our witnesses tonight are people representing local government, education, senior citizens, women, minority groups, the arts, students, business, parents, medicine, and just plain wonderful ordinary taxpayers. Members of our panel are people who work full time for public television or volunteer their services to help public television become vital and to grow. I am very happy to share the platform tonight with:

Mrs. Clyde E. Smith, who is a member of the Board of Directors of WITF-TV; Mr. Dave Leonard, General Manager of the Pennsylvania Public Television Network; Mr. Robert Larson, General Manager of the WITF television and radio stations; and Dr. John O. Hershey, who is a member of the WITF Board of Directors and also, a member of the Pennsylvania Public Television Network State Commission and Chairman of PPTN's Policy and Planning Committee, the group that is charting the future of public television in Pennsylvania in the '70's.

Dr. Hershey, I wonder if you would tell us about this massive statewide campaign to ascertain the public need of which this program tonight is a part.

Dr. Hershey:

Well, Mr. Morse, by way of a little background, our own state legislature created the public network in Pennsylvania a few years ago and the Commission on Public Television has been busily organizing the system. We have a beautiful network now in the Commonwealth which consists of seven channels, of which WITF is one. Now much of the time has been spent getting it organized, getting it staffed and as much as possible producing programs, at least to a limited

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extent within the realm of the financial resources that are available. Now we are very fortunate at the present time to have this fine vehicle ready to go and in a position to present many fine programs for the people of this Commonwealth; ready to expand and have a more extensive and varied type of programming. Now the concern of the Commission has been --what shall go on the air? What do the people of this Commonwealth really want? What are their preferences? What are their desires? A statewide program has been launched to find out from the people of this Commonwealth, what their reactions to public television really are and what they want to have come over the airwaves. WITF this evening is a part of this statewide program of ascertaining what the people would really like to have shown and we are soliciting the response of the people from this area and asking them to contribute to this inventory of ideas, that we should looking at and that the commission itself should be attempting to put together and plan for the rest of the '70's. And in turn presenting this to the Governor himself and the legislature in terms of support. This is the reason why we are here this evening and it is just a delight to tell that so many of the people of the WITF area have responded and have taken an interest in giving their opinion and we appreciate their presence here this evening.

Mr. Morse:

We are here to find out how the people want the resources of television to be used. Now if you and the viewing audience want your views to be presented you may call throughout the evening at this Hershey number; that is area 717-534-2511 that is 534-2511. We have volunteers in our studio waiting to take your calls and to make note of your opinions for the record. Just call 534-2511 and tell us what you think public television is and is not doing well and what it is presently not doing that you feel is imperative to do. That number again 534-2511. 534-2511.

Throughout the coming months, Pennsylvania Public Television Network and its seven member stations will be conducting interviews in this area and throughout the state and will be surveying thousands of viewers throughout the state. If you want to be part of this project or if you want a short questionnaire sent to you, you may record your preferences, please call or write WITF-TV, Channel 33, Hershey, Pennsylvania.

So, let's begin hearing from the people on the People's Business. Our first witness this evening is the Honorable C. Delores Tucker, Secretary of the Commonwealth of Pennsylvania. Secretary Tucker.

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Secretary Tucker:

As a woman cabinet member, still something of a rarity even at this late date, and as a member of the commission on the status of women, I am often asked to speak on the topic of women's role in today's society.

Frankly, I think it is incredible that a nation inundated with every sort of social, economic, and spiritual problem -- and finding answers to none of them -- should ever have wasted its time on the elemental question of whether 53 per cent of its population, talent and energy should be permitted to help solve them.

Thankfully, I think this country has finally come to the general consensus that it can no longer afford to cloister women in the home or to consign them to low-paying, dead end jobs, although that is not to say there are not still thousands of women in precisely those situations.

As I talk to and with women all over this state and nation, I find that women's most serious problem is not so much a lack of opportunities to use their talents and energy as it is the lack of confidence in their ability to take on new tasks and enlarge their world.

Psychological studies of women in politics have shown that they are seriously held back by self-doubt and by a sense of caution and propriety. The study becomes especially telling when we consider that the very nature of politics demands a self-assertiveness and self-motivation not often called for in other professions and occupations. If such highly motivated women as politicians are hindered by nagging doubts of their worth, then the same must generally be true for all women, no matter what their role in life.

It's not difficult to discover why women have such shaky opinions of themselves. For one thing no matter how finely we tune our television sets, the picture of women that comes across is most always distorted and out of focus.

Public television needs to provide a strong antidote to commercial television's picture of woman as someone incapable of properly doing the simple task of making coffee, whose most serious decision is pondering the difference between laundry soaps and whose moment of reward comes when her daughter notices she used fabric softener on the pajamas.

Women desperately need to be able to tap well springs of courage and inspiration. Women need to know that the problems they face are not

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peculiar to them alone but are shared by thousands of women struggling with the same doubts, fears and concerns.

But most of all, I think women need to be able to turn on the television and see themselves as they really are: as the head of 43 per cent of the households in this nation; as business and professional women; as women concerned with social and political issues.

Public television's most famous woman is Julia Child, a wonderfully witty woman and a most creative cook, but hardly my idea of a new role model for women.

Public television needs to bring women the information that they need, and perhaps most importantly, the information that they might not realize they need until they get it.

For example, I would like to see public television make a major effort to show women how they can recognize and fight credit discrimination. I would like to see public television present information on health problems particular to women and information on simple home and care maintenance and repair.

A series of programs looking at the life and lifestyles of successful women would do much to convince women that success is possible and that there is room at the top for them.

I just left Washington, D.C. where the National Women's Political Caucus had a large press conference of thirty women who are going to be seeking political office from the Governor on down to councilwomen and this is a trend now, 3000 women will be running for office this year. This is indicative of the new renaissance of women in this country.

I think that public television needs to portray women as all that they are and can be and to help women recognize and realize their fullest talents and capacities. Because in the final analysis, those things we have taken to calling women's rights are nothing more, nothing less, than basic human rights. Thank you very much.

Mr. Morse:

That was the Secretary of the Commonwealth, The Honorable C. Delores Tucker as she pointed out, a member of Governor Schapp's cabinet and a political leader in her own area in the Philadelphia regional area and the Delaware Valley. It was an excellent presentation. I am quite sure that Secretary Tucker knows that Channel 33 and Public Broadcasting do have a continuing series which is entitled "Women" and which does some of the things that she has suggested. Mrs. Smith what is your reaction to the testimony

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as the resident woman on the panel tonight?

Mrs. Smith:

Well, Mr. Chairman, I think that she did us proud. I was wondering if there were certain categories of local type programs that women might be interested in that would not put them in a derogatory position. Would you think that they might be interested in learning more about the arts and drama that they could instruct their own children?

Secretary Tucker:

Yes, Mrs. Smith I am quite sure that there would be of interest to them and also I think that in the whole area of programming we could begin to stop defining roles as women's roles, really. Let's place women in the role that they really are in - in society rather than the stereotyped roles that they have been in heretofore. I think music; I think art; I think politics; I think community activities that they are always involved in and particularly the very major issues such as child care. How they can begin to make government and institutions more responsive to them -- I think these are the kinds of programs that I think would be very helpful to enhance; to sensitize not only women to their potential but men as well.

Mrs. Smith:

Would you also think that there might be programs that we could put on that would enlarge the world of many women to see what they could do voluntarily that they had never realized that was available to them?

Secretary Tucker:

I think that is very important. I think women have long played a very major role in volunteerism in this country and I think that many want to do and don't know many of the places where their time and talents could be given in a volunteer way.

Mr. Morse:

Thank you very much for your educated remarks and above all for being the wonderful ladies, women, persons that you are.

The next testimony comes from the Honorable Richard Snyder, a member of the Senate and the 13th District of the Commonwealth of Pennsylvania. Mr. Snyder we are honored to have you with us this evening.

Senator Snyder:

Thank you and good evening Mrs. Smith and gentlemen. I feel your network has a splendid opportunity to direct the thoughts of the public with respect to some crucial public issues.

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For example: It has been disclosed, to the embarrassment of educators, that the Standard Achievement Test scores of students have been declining over the past ten years. It appears that while we are spending more money and expanding with pride in our educational system, it appears to be yielding poorer results. The question is: Why?

In another field: Over the same period, crime has increased. However, the number of persons in prisons is far fewer. This results from the theory that prisons make inmates worse rather than better and the less incarceration, the better hope for rehabilitation. Yet this leaves unanswered the question of how to deter crime and protect the public. We need to focus on this and we need answers.

In yet another field, that of mental health, the fashionable trend is to de-institutionalize the system. Take patients from the hospitals and return them to their homes, or foster-homes. There is a split of thought as to the wisdom of this, even within professional circles. Is this wise? Indeed, is it humane?

These are but a few of the issues which public television is uniquely equipped to explore.

Quite apart from the substance of problems, an important element is the approach you take. We hope it will be fair, objective, and a contrast to the bias of the commercial networks.

We cannot expect you to neutralize the influence of the big three, but , at least, you can be an example of intellectual purity, tilting neither to the left nor the right.

In another respect, I hope you will set a bold pattern: Let us start praising America. The story of America is an inspiring one, of courage and sacrifice, of glorious adventure, of clearing plains and commerce and productive manufacturing -- never before equalled in the history of man.

Let us sound loud and clear the incredible achievement of our industry, our farms and our mines, all of which, together, have made America a land with more liberties and comforts than any other since the world began.

Finally, it would seem to me that your unique media would permit a great many cultural patterns to develop:

Story telling for children, which seems almost a lost art; Day time classes in academic subjects for home-bound people; Crafts, which have a unique appeal to those skilled with their hands. America is traditionally a nation of doers; yet we are fast becoming a nation of watchers; the

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teaching of care for animals and birds in the wonderful world of nature; The Galloping Gourmet type of whimsical fun things, stimulating and innovating.

Within your sphere, you have it within your power to counteract the belittling approach which is so common to the vultures of the media and some of the termites in the academic structure.

Let us sing the song of the greatness of America -- with emphasis on doing not simply watching -- and thereby make life more meaningful and challenging. Thank you.

Mr. Morse:

Very positive, very constructive, Senator Snyder. I should have pointed out which I didn't do -- the very handsome red rose in his lapel undoubtedly stands for Lancaster County. Delighted to have you here.

I am just wondering with the reference to the network if David Leonard, General Manager, Pennsylvania Public Television Network, might not have a comment.

My own comment would be that -- I am sure you saw the great television performance of America with Alistair Cooke as spokesman -- which I thought was one of the best series of all time.

Senator Snyder:

It was a bright spot indeed.

Mr. Morse:

Magnificent -- a great television experience. Mr. Leonard would you have any comments?

Mr. Leonard:

Well, in a sense and I guess a part of it is a question and I have been to a couple of hearings around the state and the question of trying to arrive at balance and fairness and whose balance and fairness, the question that is raised by some people that this quite often leads to nothing but blandness which ends up with no one really wanting to watch it. I wonder if you can offer any examples or suggestions of the kind of approach which you think works -- if you have seen it or if you have just dreamed one up.

Senator Snyder:

I think things are illustrated best by using people's names. I think too often the commercial networks felt they were showing their impartiality if they had for instance a Democrat Kennedy and a Republican Javits. Well that is

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no balance. That is two liberals. Or if they had a Republican Goldwater and they had Russell Long. That is not balance either. That is two conservatives. I think that they have to look a little deeper than labels perhaps to get a balance that is needed but it certainly can be done with a little bit of thought but having let us say one far left and one middle left is not balance at all and too often the commercial networks have been guilty of that.

Mr. Leonard:

You make a very good point.

Mr. Morse:

I am sure Dave agrees, you have entrusted a lot to public television and we are grateful. My regards to the Red Rose County.

Incidentally if any of you listening out there in Red Rose County want to give your opinion we would like to have them. That is true all over the ten county area. The telephone is 534-2511. 534-2511. Call us. Give us your opinions about public television broadcasting; what it is you want in the way of broadcasting and how we can best serve you. That is the purpose of this evening's hearing.

More testimony -- the very charming, very attractive, Dr. Gaye McGovern, Director of Curriculum, Harrisburg City Schools. Dr. McGovern, welcome.

Dr. McGovern:

I wish to respond to the services of WITF not only as a private citizen who finds the many historical, current events, and cultural programs to be of great interest during the evening, but more particularly as the Director of Curriculum and Supervisory Services for the Harrisburg City Schools. In this context, I work closely with our schools on all instructional matters including the appropriate usage of educational TV.

Utilization of educational TV in the Harrisburg City Schools can be put in the proper frame of reference as follows:

A 1971 United States Office of Education report based upon a Spring 1970 survey conducted by the National Center for Educational Statistics found that 77 % of public elementary schools had television sets "available to any of the staff for classroom use." Approximately 57% of public school elementary teachers were using television in their classroom learning situations. A number of sets were not in repair while other schools had insufficient quality of reception to use the programming

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available. Nationally, television sets are available in one of every four classrooms and for not less than one of every six in each of the various national geographic areas and/or socio-economic strata studied. The same survey showed 97% of America's homes have television sets.

19 per cent of the Harrisburg City School District classrooms have TV monitors available. An April 1971 survey conducted by the PBS stations in ten county area of which Dauphin County is a part determined that 45% of area classrooms had television monitors. Teachers used an average of 3.6 series a year in the same survey. A survey conducted by the Harrisburg City Schools in 1972-73 indicates that Early Childhood Centers reported an average of 12.2 programs per building and 42% of these teachers used the programs directed to their grade level assignment at some point during instruction. The elementary schools average 11.8 programs per building and 37% utilization of programs by classes to which they were directed. Since the tabulation methods are not identical to the afore mentioned April 1971 survey, parallels must be examined with caution. However, the fact that 26% of Early Childhood Center classrooms and 26% of Elementary classrooms have monitors while district utilization of WITF was at 40% further indicates the value that Harrisburg teachers place upon educational television.

The results of these studies clearly indicate our teachers are making good use of programming available to them.

A survey conducted by WITF in the fall of 1973 indicates that 45% of our teachers used WITF in their teaching. For some of these the use is occasional; for others, it is quite regular becoming an integral part of their instructional approach.

Our usage is primarily at the elementary and early childhood level, although we subscribe to and use the secondary programming WITF provides. Very few of our secondary classrooms have monitors available to them and fewer have playback units which would provide for flexibility in the rebroadcast of programs. At the secondary level we do have an extensive program for in-depth study of television production techniques at the Riverside Center for the Performing Arts. Many of our secondary pupils participate in this program. Many graduates of this program are now employed at area television stations. WITF has cooperated with the Harrisburg City Schools in several television projects including the Riverside Program. We anticipate continual upgrading and increased

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usage of ETV in the district at all grade levels.

At Foose Early Childhood Center we have an approach to educational television which involves the entire building. In addition to WITF services there are many teacher-developed programs. This program will be expanded over a period of time throughout the district.

Programs which enrich the experiences students would normally have in the classroom are of particular interest to the Harrisburg teachers. For example, programs having to do with science, laboratory approaches to mathematics, broadening of cultural experiences and language arts are particularly helpful. In addition to the enrichment factor, Harrisburg teachers are using WITF programs to introduce units as audio-visual supplements in the same manner that many teachers would use films in the classroom, to vary the instructional techniques thereby increasing student interest. Our experience indicated that programs related to health at the secondary level have the lowest utilization.

Television is a tremendously effective medium for learning. One can see scientific breakthroughs first hand, plant growth, cell division, etc. can be observed through slow motion, minute details can be shown through close ups or even micro-photography. History can be viewed as it happens, or simulated as it might have happened.

The immediacy of television and its visual impact are very effective instructionally. Research indicates that visual stimuli produce about eight times the impact upon learning that print stimuli do. A combination of visual, print, and verbal stimuli will heighten the degree of learning. Educational TV can provide such a combination.

We encourage proper use of TV lessons, with introductory activities, follow-up analysis and other hands-on experiences to make the television lesson as active an experience as possible. School-made programming is of particular interest to some of our teachers. As hardware becomes available, more of them are developing their own programming to augment our reception of WITF.

Regional programs are developed by WITF to meet local needs. The series on Pennsylvania history developed for elementary classroom is an example which was well received by our students and teachers. We hope increased funding to WITF will support future programming along regional lines.

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Our long range plans for educational TV call for gradual expansion of hardware and increased program flexibility with accompanying in-service education to stimulate teacher awareness of the educational uses of TV and develop expertise with equipment. Our teachers are familiarized with appropriate utilization of TV as an instructional mode and with sources of educational TV programming appropriate to their grade level assignments. Publications reviewing programming and providing ideas for follow-up lessons are provided in each school. In-service sessions include the practicality and flexibility of TV as an educational tool, operation of necessary hardware, demonstration and hands-on experience with TV lessons, production of programs in school by teachers and by students, familiarity with the services available at our Riverside Audio-visual Center, study of micro-teaching techniques, and the use of television to monitor students' skill development.

One such in-service program involves a new series developed around the Science for the 70's project. These programs have been developed by the Pennsylvania Department of Education and the Capitol Campus of Pennsylvania State University. The Harrisburg School District will be training teachers through these programs this spring. Long range plans include the broadcast of the Science for the 70's series throughout the WITF region during the 1974-75 school year. These lessons are active rather than passive viewing experiences for students.

Thank you for this opportunity to share my experiences with you regarding the services WITF provides to Central Pennsylvania.

Mr. Morse:

We thank you Doctor. You are one of the first customers this evening. We are very grateful to have you here this evening and to have you speak so well about us. Do you have any comment at all Mr. Bradley, Andrew Bradley, President of the Board of Directors at WITF and a Harrisburgian.

Mr. Bradley:

Yes, one thing I wanted to mention was that we use some of the students from your Riverside Project -- your graduates and students. And I also want to ask you -- you made mention of rebroadcast units. Do you plan to include this among the additional hardware?

Dr. McGovern:

Yes, we do. We have I believe, four colored one inch playback units. These are studio quality and we have a couple of the more portable half inch units

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in the district for eighteen buildings with many, many classrooms. It is obviously inadequate but it is a beginning. What we are doing in Riverside as a basis, is having a closed circuit system so that ultimately the entire school district can broadcast, for example, films, slides programs with teacher recorded cassette that might explain the slides. There will be no more fooling with those projectors that can be frustrating to teachers. We have a multiplex unit; we will be able to install very many which will enable us to do this as soon as all the wires, cables, monitors, etc. are in. We are going one building at a time. We have one building now fully operational; that is Foose Early Childhood Center. We are very proud of what is going on there. Perhaps some of your staff or the public would want to visit.

Mr. Morse:

Thank you, Dr. Gaye McGovern, Director of Curriculum, Harrisburg School District. Incidentally these are your hearings, it is the People's Business. If you would like to stop in at the Blue Room of the Hershey Community Center if you are in the vicinity of Hershey, there are seats available. A little later on there will be testimony from some of the members of the audience, if you would like to stop in and see what is going on, you are welcome to do so. The Blue Room at the Hershey Community Center.

For testimony now a member of the legislature of the Commonwealth of Pennsylvania, the Honorable George W. Gekas, Representative, 193rd District, Dauphin County. Mr. Gekas, you are welcome, sir.

Representative Gekas:

Ladies and gentlemen of the panel, I come to give you testimony this evening about a service rendered by public television that I wish and hope will never happen again. In June of 1972 as we all recall, starting with June 22nd, the visitor Agnes reaped havoc in our area. On June 24th, when the river reached its apex and we began, hundreds of us, thinking about the moment the waters will have receded and what to do next, my brother and I conceived of a plan which was later named "Operation Comeback" which, out of the workings of his cellar and one telephone, we were able to launch with immediate success. The program to offer volunteers -- first to gather volunteers -- and then match those volunteers with persons who would need help in re-entering their wrecked residences, mostly old people who would need that kind of volunteer help. From the first moment that we began that program, the one telephone call was inadequate. We were wondering what to do just as it seemed that the entire program was going to collapse right at its conception, we received the startling telephone call from Bob Larson who is sitting here with you, from this station, cornered me and asked me if my brother and I would be kind enough as to bring the program

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and reinstitute it from this station. I can't tell you the immensity of the job that WITF then undertook. Not only did it adopt our program but expanded it one hundred fold to such an extent that we have exaggeratedly now summed up the whole experience by saying that we served some 3000 people in hundreds of cases, some totally, some partially, but all in a way that could not have been accomplished without public television. To recount some of those experiences to you would be to reiterate things that we went through that only we can really describe to ourselves but I wanted to point this out as part of my testimony and as part of my recommendations as part of my presentation. Indeed, to render a public service during a cataclysm like Agnes was in 1972 is the highest form of public service but had it not been for the happenstance of Mr. Larson getting in touch with me, who with my brother, started this by ourselves, without any input from any other public agency - that was just a miracle of luck. My recommendation is, hoping that it will never have to be invoked again, that immediately public television stations in their areas begin negotiations now with civil defense authorities, with all those who have to go into action in the case of an emergency, police stations, police headquarters, chambers of mayors, all other officials have to spring into action at times like that. I recommend that a working plan be instituted now to include public television in each one of the areas where an individual station occurs in the event that something as horrible as Agnes, God forbid, happens. Thank you very much.

Mr. Morse:

Thank you very much. Any comment Bob Larson, General Manager of WITF?

Mr. Larson:

I would just like to say on the miracle of communication that night, we had to interrupt Mr. Gekas' one phone that was operative in order to begin operation. I think it is something that we should consider very seriously, Representative Gekas, and I am going to convey your suggestion to our sister stations.

Mr. Morse:

And we thank you, too, Sir. Once again the telephone number here is 534-2511. The People's Business -- meaning your business, telling us what you wish public television to do and how we can serve you. The telephone number again 534-2511.

And now another great lady from the world of government, a friend, a very lovely person, the Honorable Genevieve Blatt, twice elected Secretary of Internal Affairs for the Commonwealth of Pennsylvania, presently

continuing her great service to the state and the nation as Judge of the Commonwealth Court of Pennsylvania. Judge Blatt.

Judge Blatt:

Thank you very much, Mr. Morse, I appreciate the opportunity to come here as a grateful fan of public broadcasting. As I see it, public broadcasting is the best means of communication we have available today for improving public education. In fact, I would rank it even ahead of the public schools themselves, if it were not for the fact that public broadcasting is already an important factor in most public school programs. Indeed, it is probably the most outstandingly effective use of modern methods of communications which the schools have adopted.

To cite just two areas of concern to me: First, as a lawyer and now as a judge, I have been deeply concerned about respect for law-- or the lack of such respect -- in our society. I realize that we can never hope for such respect unless our public educational system inculcates that respect in our youth -- assuming, of course, that such respect is deserved, which is another question. Young people, however, whose ideas of law and justice are formed by commercial television, as modified if at all by school books and lectures, are not likely to have that respect. Only insofar as public broadcasting can interest and involve them in those concepts of justice which commercial television evidently finds it unprofitable to dramatize will they be likely to know anything about such concepts -- again, barring church or home teaching, which is also another question.

One more instance: as a long-time advocate of more attention to the problems and potential of the helpless young and of the more helpless old in our society, where both age extremes are so often neglected -- I believe again that children should be impressed early in their lives with the dignity of every individual, young and old. Our schools should be doing this but, again, how effective are their infrequent and restricted references to this subject going to be, as compared with the constant viewing of violence-prone commercial television, where the youngest viewer sees war in all of its ugliness firsthand in the news films and crime in all of its dimensions in almost every serial.

Only public broadcasting has the time, the resources and, perhaps, the interest, it seems to me, to accentuate the positive, to make all of us see -- and especially the young in our schools -- the individuals with our individual problems and potentialities about which we have to be more concerned about if our society is to survive.

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This is not to say, of course, that public broadcasting is a perfect answer. It requires improvement. So does any human venture. But it seems to me that public broadcasting is the best tool we now have available to improve and expand upon our educational system. And we ought to use it to the fullest. Thank you.

Mr. Morse:

Thank you for coming here and for excellent testimony. Any comment from any members of the panel, Mrs. Smith any thoughts from you?

Mrs. Smith:

I do think that you have offered many avenues of approach that public television could take a more constructive stand on and we are grateful to you.

Mr. Leonard:

I think the one comment that I would have is something that the Judge has already recognized and that is that the salvation of all the problems -- to put all that on the back of public television at once, is obviously unrealistic thing and I certainly accept the motion and the very strong recommendation, as an assist and a part of the public education system that we do have to move more strongly in these areas and that is very well taken.

Judge Blatt:

I think you are a terrific compliment to the system and I think in fact I don't mean to seem to critical of our public school systems but I do think that acceptance of public broadcasting is the outstanding example and one of the relatively few perhaps where they have shown the recognition of the modern means of communication and the use of media in teaching. I think it is a tremendous tool.

Mr. Morse:

And once again, Judge Blatt, we are most grateful to you. Our next testifier or witness is Rabbi Samson Shain of the Shaarai Shomayim Temple of Lancaster, Pennsylvania. Rabbi Shain we are delighted that you are able to be with us.

Rabbi Shain:

I am glad to be here. Before we can know where public television can serve the American Society, local and national, we must first recognize what the greatest need of our country is at the present time. That need is the prevention of the kind of overwhelming ambition that has led to Watergate, the kind of bribery that has led to the resignation of

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Vice-President Agnew, the muggings and killings that make life in our streets and even in our homes frightening, and the slandering of character in the pursuit of power.

We have numerous kinds of social agencies designed to prevent and control and perhaps also cure these evils, agencies like guidance clinics, human relations organizations, and police bureaus, but none of these can wholly bring about a cure because they cannot eliminate the causes of these evils.

The causes are the deterioration of the fabric of the nuclear family. Parents today are overly permissive, too often leaving their children to their own devices, bereft of guidance. Parents seem to be afraid of their children, going along with almost everything their children want. This permissiveness of theirs stems from fear of driving their children away or losing them, at a time when they are already driven away or lost to the family. Parents often rationalize their permissiveness and their children's behavior by saying, "Maybe they're right, and we're wrong, Maybe this is the new way. We just have to understand and modernize our thinking and go along."

I can tell you that when teenagers hate their fathers it is because their fathers are too permissive. The young fight them, argue with them and resent them. They want their parents to take a stand and say, NO! They want to feel their parents believe in something and are willing to sacrifice for something. They want their parents to establish rules, fair and flexible, but rules. They feel insecure and unloved with overly permissive parents.

Children inclined toward drugs are children of permissive parents. The more permissive the parents, the more the children will be inclined to drug use and addiction.

The greatest gift that parents can give their children is, first and foremost, the memory, all their lives, of a happy home. Parents shape the destiny of their children by the kind of home they have and the kind of relationship they have as husband and wife.

Television stations can serve American society best by presenting programs along these lines in drama form, talk shows and lectures of substance in fresh, down-to-earth language and fetching delivery.

Mr. Morse:

Rabbi Shain, we thank you so much. Very impressive. John Hershey is head master of the Hershey School and surrogate parent for quite a lot of young people. John how about some comments from you?

Dr. Hershey:

Well, I think the Rabbi's hitting right on to some basic information. I think that the young men that we have would profit greatly by more love and understanding and firmness on the part of their family. I certainly endorse what he is saying in terms of what public television might be able to do and could be considering on how to do in order to get across more of the message that he is giving us this evening.

Mr. Morse:

Thank you, John Hershey. Well, you are invited to, if you are in the vicinity of the Hershey Community Center, the Center of Hershey Pennsylvania, to stop in and visit in person the things that are going on in the Blue Room of the Hershey Community Center. Our telephone number if you are farther afield is 717-534-2511. 534-2511. What I am saying in effect is this, in addition to all of the people here that you are seeing on your screen we want your opinions. You can give them to us in any of three ways, either by telephone by calling 534-2511, or stopping in and testifying here or let us know that you want a questionnaire and we will send one to your home and we will tell you more about that a little bit later. Now it is back to more testimony. Another distinguished guest. This young man is Executive Secretary of the Pennsylvania Association of Elementary and Secondary School Principals and as such I had a running gun fight with both a couple of years ago and I am very delighted to have you here, B. Anton Hess, to speak for them.

Dr. Hess:

Thank you. It is a pleasure to testify on behalf of public television and to provide a few suggestions as to the direction that this valuable communications media should take. It was during my service as Commissioner for Basic Education that public television came of age, a growth that I've closely observed and encouraged with much enthusiasm.

Seven years ago, when Pennsylvania's seventh public educational television station went on the air, in conformity with Section 523 of the School of Laws of Pennsylvania, plans were well underway to tie these stations together in what is now an effective statewide network. Five years ago, Pennsylvania's Public Television Network became a reality. Today, it is possible for each station, without surrendering its commitment to local educational and cultural needs, to share each of the seven stations best

programming as well as to make available productions of national network services and the regional programs from the Eastern Educational Television Network.

The program schedule of WITF-TV, with the assistance of network programs, has steadily expanded so that the station is now operating sixteen hours a day, seven days a week. Technically and program-wise, the public television network has served the citizens of the Commonwealth of Pennsylvania with a diet of quality public television equaled by few other states.

It should be noted that Pennsylvania's public television stations received only 20% of their operating costs from state appropriations in 1972-73. The remainder was raised locally (55%), nationally (6%) and from production services contracts (19%). No support is solicited in any form from commercial advertising.

Let's briefly turn to what I believe should be the program objectives of Pennsylvania's public television stations:

1. Public Television should continue to provide programs related to public issues, seeking to solicit opinion and informed reaction on matters at issue in society and government without resorting to the mode of its commercial counterpart, which daily distributes a pre-digested analysis of what is news and what people should think about it, as slanted by the professional news analyst.
2. Public television should provide a continuing diet of the cultural arts by making available the best in music, drama, forensic activities and programs appealing to interests in hobbies, aesthetics and crafts.
3. Public television should continue to assign at least one-third of its broadcasting time to formal in-school and adult out-of-school instruction. This effort should be particularly directed toward regional needs, but should encompass top-level network offerings.
4. Public television should continue to provide, on a regularly scheduled basis, coverage of significant events in the daily life of state government, industry, sports and educational institutions, supplementing the meager diet of such public interest events at the state level available through commercial television.

When the General Assembly passed Act 329 in November, 1968, establishing the Pennsylvania Public Television Network Commission, it assigned certain powers and duties to the Commission which are summarized as follows:

1. To encourage the growth and development of a dynamic, free and effective public television service by setting policy and by aiding local stations;

2. To develop and operate a network system interconnecting all noncommercial television stations serving Pennsylvania;
3. To insure the diversity of programming to allow for freedom, imagination, objectivity and initiative on both the State and local level, including procurement of educational and public television programs for distribution on the network.

These are noble aims!

If we are to realize them, it is evident that greater fiscal support for public television by the legislature that created it is essential. Any program of public interest possessing the significant educational, cultural and governmental objectives assigned to public television, should receive appropriations from state sources equal to at least fifty to sixty percent of its operating expenditures. In order to preserve local interest and autonomy, private and local sources of funding should always be expected and encouraged. (I do not endorse a state owned and operated system; but it is apparent that, if public television is to reach its potential in quality and influence in the lives of the citizens of Pennsylvania, the state must provide in its annual budget an amount approximately two to three times the amount it presently appropriates.

Pennsylvania now has the system, the equipment and the organization. All it needs are the funds to make it go!)

Mr. Morse:

Thank you Dr. Hess.

Dr. Hershey:

You mentioned at the beginning Dr. Hess about the fact that public issues should be very important in the programming effort and earlier testimony, when Senator Snyder brought up balance -- this is a real concern to those who are working for public education. Could you make just a very brief comment on how you feel that balance can be achieved in a fair way that will be reasonable for the people of the Commonwealth.

Dr. Hess:

I think he gave you an example that I would only repeat and that is that if you are looking for balance, you have got to find both sides of the question of course, if there are two sides to the question, so that the people have not only one view and then of course if it has something to do with government you would have to have people from both sides of the aisle. If it has something to do with a social issue you would have to bring people in from whatever agency has concern for that social issue, whether it is a private agency, a public agency or institution or whatever but care should be taken that

the people who are working closely and intimately with them know some of the problems are the ones making the speech, not a news analyst who gives an opinion.

Mr. Morse:

Mr. Bradley you have a comment I believe.

Mr. Bradley:

I really have two questions. The first -- would you feel that the public television airing of the -- I believe it was on the Advocates -- William Buckley and Senator Weicker appeared. True they are both Republicans but they represented different views.

Dr. Hess:

I thought that was balanced.

Mr. Bradley:

That's my one question -- now my other -- you have been around Capitol Hill a lot, you know the legislative process and how legislators think, do you feel that public television has done an adequate job of exposing itself to legislators, that they understand it? How should we do this better in your estimation?

Dr. Hess:

I think they should continue to be involved in hearings before appropriations committees and tell their story and bring in some people that can support them in the telling. A good bit of favorable publicity has occurred since they first began their story and there are many more people in the general assembly that are willing to say "Well, if public television is as important as (and it is), public educational institutions to which we appropriate more than a billion dollars and 50% of the cost of such education, then we should be able to at least appropriate 50% of the cost of public television which is such a vital part of our public education institution." And I think that is a natural conclusion and this is a possibility that can be expected.

Mr. Morse:

Thank you very much Dr. B. Anton Hess, Executive Secretary of the Pennsylvania Association of Secondary and Elementary Schools, from Camp Hill, Pennsylvania.

This is the People's Business. We are engaged in public hearings, on what the people wish from public television. It is a one time program, a very special program, pre-empting many of this evening's shows in order to bring you both here in the studio and those who are out there

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the televised public hearings on station WITF-TV, Channel 33, and educating all of Central Pennsylvania from Hershey, Pennsylvania. Those of you who are tuning into view Theater in America will find that we are going on for another indeterminate period here. The regular rebroadcast of Theater in America will be Saturday at 8:30. That is Theater in America, Saturday at 8:30. More public testimony. More distinguished witnesses. At the podium now is Ann Gropp, Director of the Bureau of Public Education, the Pennsylvania Department of Welfare. We are happy to have you with us, Miss Gropp.

Miss Gropp:

Thank you. I would like to express the appreciation of the Secretary of Public Welfare for the opportunity to present some of the ways public television network can be helpful to the department and to the people it serves. Mrs. Wildermuth would like to have been with you tonight but unfortunately she couldn't be here.

Welfare is probably one of the most talked about but least understood subject in our society today. The word Welfare itself means just one thing to most people -- cash payments to the poor. Yet the responsibility of the Department of Welfare includes many services which all people may need at one time or another. Programs of mental health and mental retardation, child welfare services and foster home care, adoption, prevention of child abuse, youth programs, services to the elderly, community living arrangement programs to assist mentally retarded persons live normal lives within the community, family planning, programs for the visually handicapped. These programs are provided for the welfare of the people. To be successful they must involve the community and be a part of the community. Public television can help to foster community awareness and community support for these programs through documentaries and docu-dramas, news shows, question and answer shows, fictional presentations based on real problems and the more common forms of public service announcements. The nine part series All About Welfare which was done by WITF-TV in cooperation with the Department of Welfare in 1971 is an excellent example of the kind of award winning presentation that can focus public attention on the welfare system, the plight of the poor as well as the problems of the caseworker. The person looking for a job, the disabled and children -- perhaps especially children are caught in the poverty cycle and denied the environment which is necessary to help them develop into adults who can help themselves to become participating and contributing members of society. Unfortunately this type image of the welfare recipient is still prevalent -- that he or she is a minority group member that refuses to work, drives around in a Cadillac and lives off the taxpayer. The largest number of recipients are white, mothers of dependent

children who would like to work but who are caught in the poverty cycle. In fact, many recipients do work full time yet earn so little for their work that they still need welfare to survive. Public television can play an enormous role in helping to establish public awareness of the problems of recipients. It could also be of value in providing information to the recipient on how to save money in buying food, how to find a home or apartment, what their rights are in obtaining credit, finding a job, how to write resumes and where to look for a job. In addition public television can explore alternatives to the system as it is now structured. Public television has the opportunity to search for ideas and new concepts which may not only help to solve some of the present welfare problems but which may also prevent future problems. We can't afford to be stagnant and inflexible. We must be willing to explore, to investigate, search out new methods for solving old problems and bring new ideas before the public for their consideration. Just as in health care, it is infinitely more desirable to prevent the problem rather than to try to cure them, to prevent mental retardation and juvenile delinquency, isolation of the elderly, child abuse, rather than treat them after they have already happened. Einstein once said that all that is valuable in human society depends upon the opportunity for development accorded the individual. This is one of the primary aims of the public welfare system. Public television can aid us in this task by helping the community to recognize that the welfare system is not a rip off. Rather it is composed of many programs to help people and all people need help at some time during their lives. A government agency cannot do this alone; it takes public recognition of need and responsibility to our fellow human beings.

Mr. Morse:

Thank you very much. This was Ann Gropp, Director of the Bureau of Public Education, the Pennsylvania Department of Welfare. Any comments from any members of the panel?

Dr. Hershey:

Just one question, the Department of Welfare took a very progressive step here a few years ago in asking public television to produce a program, All About Welfare. What positive effect do you think that had from your standpoint, your evaluation?

Miss Gropp:

That series of programs was used both as training films for welfare workers and to foster public awareness showing on the public TV networks and I think a number of them were shown a number of times. We have some of them available and they are still being requested by groups. I think it did a lot to focus public attention on what the real situation is with welfare recipients

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as well as with caseworkers who are trying to do a good job of social work within the system.

Mr. Morse:

Thank you very much. I understand that all of the programs are still available and that all of them have been broadcast nationally and that one of them (and maybe you didn't know this Miss Gropp) was broadcast in Munich during the Olympics.

Miss Gropp:

And one was up for an Emmy.

Mr. Morse:

Thank you very much for your comments. Well, the telephone number is 534-2511. If you have comments, we would like to hear them. If you have suggestions, we would like to hear them. This is the People's Business and you are the people. The telephone number is 534-2511. Our next witness, now, is the Reverend David T. McAndrew, Director of Communications, from the Roman Catholic Diocese, Harrisburg. Reverend McAndrew, how welcome you are sir.

Rev. McAndrew:

Thank you Mr. Morse. I am grateful to WITF-TV program of classroom broadcast received by twenty different parochial schools in the Harrisburg, Lancaster, Lebanon and York areas, in addition to the participating public schools.

In the social sphere the Church has always tried to assume a double function: to teach and to serve. In exercising these functions the Catholic Church is chiefly concerned about the fundamental, life and death issues facing modern man:

1. The Aging: their health, housing, education, their role in the church and in the community;
2. The family: the spiritual enrichment of married couples, the stability of marriages, the fostering of values supportive of family life;
3. Poverty abroad: the development of a more equitable relationship between the poorer and richer nations of the world, international justice as a precondition for true peace;
4. Domestic poverty and social justice; in particular the defense of the rights of minorities;
5. The unborn; the defense of the right to life of the child from the moment of conception, and the assistance to women with difficult pregnancies;

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6. The mentally retarded: the roles of parents, society and science in their care and education;
7. The youth: building trust between them and their parents, developing leadership and guiding their spiritual growth.

To educate people about these important social issues we urgently need the continuing and increased assistance of public television.

Besides educating and serving in the spheres just mentioned, all the churches, including the Catholic Church, have a duty to teach people the elementary beliefs of Christianity and the content of revelation, and to lead the people in the worship of God.

The church needs much more assistance from public television in communicating religious truth to people. Denominational differences present a challenge which has yet to be seriously faced by public television as it has to some extent by commercial television and radio. Yet, real people differ in religious belief and this public medium must reflect such differences.

I thank you for the opportunity to express this viewpoint.

Mr. Morse:

Thank you very much, Father. Very articulate and very, very warm. Bob Larson, as a church school teacher, I recall a series of programs that were set up for church school use here in the Channel 33 area. You were very active in that weren't you sir?

Mr. Larson:

Yes, it was a series called Is Religion Obsolete which tried to look at all of the faiths through the persuasions which exist in this community. I am interested in your comment, Father McAndrew, concerning that public television has not faced up to the issue of denominationalism -- what did you mean by that?

Rev. McAndrew:

What I mean to say is that by comparison with commercial television, which recognizes the groups as it finds them, I see in public television more of a tendency to reduce things to a common denominator, to present a unified approach which may be common to all the religious denominations or many of them, yet does not really express the character and individuality of any of them. Now while this to a certain extent, is useful, it can be a medium that is very creative and helpful. It cannot be the whole story. It does not reflect Christianity as we know it in our daily lives.

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Mr. Morse:

Thank you again, Father McAndrew. Our next witness is Kohlman Cohle, Lobbyist for the American Association of Retired People and National Retired Teachers Association and I might add parenthetically that it doesn't look to me like there is any thing at all retiring or retired about you sir. We are very happy to have you with us.

Mr. Cohle:

Thank you. Members of the panel, we are very grateful that we the senior citizens have an opportunity to express our views. Usually you are considered old fashioned and square and you don't know what is going on but we do, whenever we have an opportunity, whenever we are invited to put our views across. I will try to make this in two series. I will give the outline first and then I will tell what public television can do for us.

The NRTA-AARP Legislative Council, whom I represent, has long urged the enactment of a National Health Plan which guarantees the availability of comprehensive quality health care to all Americans regardless of age or ability to pay. Such comprehensive care should include preventive, curative, therapeutic care including homemaker, home health aid and social services to permit older persons to remain in non-institutional environment as long as possible.

Many older Americans suffer from hearing disabilities, bad eyesight and dental problems. We think it is tragic for these persons to find they can no longer afford to take care of these problems when they are living on a limited income and the costs of health care are skyrocketing. Since the cost of hearing aids, glasses and dental care are not covered by medicare, what can be done?

Along with concern for health care, there should be a quickening of responsibility for the comfort, the peace of mind and happiness of aging Americans. Most people agree that for their elders, they wish that their sunset years be as happy and untroubled as they can be made so that the "Golden Years" will not be a mockery.

Efforts are being initiated toward the objective of adding dignity to life and reducing the anguish of growing old and dissipating the agonizing suspicion that, no one cares.

This being-all-alone, and no-one-to-care is terribly depressing. Relatives and strangers seem to want relief from responsibility for the well being of

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our senior citizens. This has progressed to the point where there is stinginess with love and respect which is so badly needed today.

Housing--A roof over our heads.

We have a desperate need for more modern housing, federally subsidised, for the middle class as well as the low income group. Nursing homes that meet the federal standards of safety as well as medical facilities. Rooming houses to be licensed and regularly inspected to meet rigid fire and health regulations.

Public TV can be helpful to the senior citizens by publicizing the needs for these services we have outlined.

It can also set up a weekly program of questions and answers for senior citizens who need help and be advised what is available.

Public TV can beam programs to high school students and get them not only involved with the old folks in the community and problems of their grandparents, their loneliness, but also make use of their wisdom and perhaps in that manner help re-establish family units.

Incidentally, although we use the old-fashioned phrases of "older Americans, senior citizens, etc." for identification purposes, we prefer to be known as "mature adults". Thank you very much.

Mr. Morse:

Thank you very much, Mr. Kohlman Cohle. I think as a senior citizen on this board I can really appreciate what you are talking about. Any comments, ladies, gentlemen? If not, thank you very much, Mr. Cohle. We are going to go now to a rather younger man. He is President of the Student Body and President of the National Honor Society at Redland High School in Northern York County. His name is Dave Page. Dave.

Mr. Page:

We are all well aware of the fact that, in general, the appeal of public television's programming is limited to those viewers desiring something more than pure entertainment. As such, we are dealing with an audience composed of small subgroups, each having its own educational, artistic, athletic, or sociopolitical interest. In considering the interests of high school students, I find four subgroups whose needs can be served by public television. These areas of interest are:

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1. the arts
2. sports
3. education
4. public issues

First, to the arts. I think that public television is doing an admirable job of satisfying this need, especially in the area of the theatre and classical music. While it is no secret that rock and other contemporary music forms enjoy much broader appeal among teenagers, I see no unique purpose that could be served by public television in that area.

Looking to sports, we realize immediately that the more popular team sports are very adequately covered by the commercial networks. On the other hand, there are a number of less well known but increasingly popular sports which receive little regular coverage. For example, rugby, soccer, or tennis. I am sure that public television could serve a useful function by televising national level competition of these sports.

Education is obviously an immediate concern to high school students, and formal education can be supplemented through public television. Televised instructional programs can create classroom flexibility and provide educational opportunities which would otherwise be unavailable. Especially effective might be programs in the sciences or humanities.

Finally, in the area of discussion and debate of public issues, I find that public television provides excellent programming. However, a partial redirecting of emphasis towards youth, school, and local affairs might be in order. The answer could be a program in which direct participation by high school students would be possible. It is the provision of these opportunities for high school students to express their concerns, particularly in regard to their educational system, that I see as the single most significant innovation.

I would like to thank WITF for providing this high school student with an opportunity to express his concerns.

Mr. Morse:

We thank this high school student and by name, Dave Page, of Redland High School, for being here.

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Mrs. Smith:

May I ask a question? Mr. Page, I would be interested to know if the students of your age are more interested in hearing on television people of their own age rather than older people?

Mr. Page:

Well, I would say that it would certainly arouse more interest among the students, particularly of high school age, if people of their own age were involved in the discussions, yes.

Mrs. Smith:

Then, I have a question further along the same line -- are they more interested or just as interested in hearing drama or music done by your own age groups or by the older more professional artists?

Mr. Page:

I would say that in the area of the arts -- probably the adult performances would be of greater interest.

Mr. Morse:

Thank you David for being with us this evening. As a part of this massive ascertainment project WITF staff and volunteers are making a survey of opinions of thousands of viewers in the WITF ten county area. If you want your opinion to be recorded in this survey call 534-2511, that is 534-2511 or write to WITF-TV, Channel 33, Hershey, for a short questionnaire. If you are a member you will find a copy of the questionnaire in your program guide. Just tear it out and send it to WITF-TV, Channel 33, Hershey.

More public testimony. We are very happy to welcome now William Simpson, Secretary and General Counsel for the Susquehanna Broadcasting Company, which operates WSBA-WSBA-FM and WSBA-TV in the York area and a number of stations throughout the country. Mr. Simpson we are delighted to have another guest from York tonight.

Mr. Simpson:

Good evening. Thank you very much for inviting me to be present this evening. I believe that I occupy a rather unique status among the participants here this evening. My company as operator of WSBA-TV Channel 43, a commercial television station licensed to York is probably the only entity represented here which would tend to view Channel 33 as a potential head on competitor. I would like to emphasize the word "potential" here because despite the fact that we vie for audience in the

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same general market area, I think we will not be true competitors so long as the primary function of this station is to educate rather than entertain, to inform in depth on matters of special interest rather than attempting to appeal to a broad cross section of potential viewers on subjects of wide spread interest.

Rather than spend my time outlining problems and needs of the community which will be done quite adequately by others on the program, I would like to devote my few minutes to expressing our feeling on what public television response to those problems and needs should be.

Though it would be presumptuous of me to speak for all Commercial TV Broadcasters, I suspect that the bulk of them would accept our position that there is a place in the communications spectrum for a publicly financed television station dedicated to broadcast of public service, public affairs, and educational programming in quantities which a commercial television station simply could not afford to carry. At the same time, I have no doubt that all commercial broadcasters would agree that a primarily taxpayer funded television station should never posture itself to enter into serious direct competition with commercial market stations for viewership.

I suppose there is a natural inclination on the part of management of any television station to measure success at least in part by audience ratings. Ratings are, of course, vital to commercial broadcasters for obvious reasons. However, I would suggest that they should be of minimal importance to a Public Television Station. Informative and educational value, program quality, and even critical acclaim seem more valid measures of the success of public and educational TV's programming.

Much of what I have said so far has reflected what we think public TV should not do, but what should it do?

Public TV has the unique ability to make in depth inquiries into problems and subjects which may be of great interest to smaller segments of the potential viewing audience. This very program is, in fact, a demonstration of that capability. Public service, public affairs and educationally oriented programming covering local issues, medical and scientific information, instructional material, and a host of other similar subjects fills a void which commercial TV cannot hope to adequately fill.

Though it is perhaps a closer case from the Commercial Broadcasters viewpoint, we feel that Public TV can perform another service by continuing to bring to interested viewers culturally oriented programming of a type which has proven unsuccessful on commercial TV. In this category

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I would place such programming as opera, ballet, symphony concerts, theatrical drama and so forth.

The upshot of all of this is that to meet the needs of the community publicly funded television should supplement Commercial Television not compete with it. It should fill needs which Commercial TV because of its need to be generally responsive to broader categories of viewers cannot hope to fill. This is our view of the task Channel 33 should undertake. Thank you.

Mr. Morse:

Thank you very much, Mr. Simpson. Bob Larson, any thoughts?

Mr. Larson:

Yes, Mr. Simpson, do you think that it is ever justifiable for this station to go after a large audience?

Mr. Simpson:

I don't think going after a large audience, per se, is evil but I think going after a large audience with primarily entertainment programming is evil.

Mr. Larson:

One of the places that I am thinking of in the areas of our programming is the children's area -- where we eagerly seek a large audience, of course, within a certain age category. And we blatantly try to win that audience away from our brother and sister stations. Do you think that is our place in life to do that?

Mr. Simpson:

Well, I think particularly with very, very young children, which I have, one of my children enjoys your late afternoon programming very much. I think that you do serve a function which commercial television probably does not serve. The advertising effectiveness of children in the ages of 5 is probably minimal; it is also questionable. It is the subject of much controversy right now and I think that you do serve a valid purpose with that programming. It is very good. But I would add that perhaps that going into movies and things of that nature perhaps should not be the province of publicly funded television.

Mr. Morse:

Thank you Mr. Simpson for bringing to this testimony, to this hearing, the benefits of your experience with the Susquehanna Broadcasting Company of York.

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And now another very good friend, a very dear friend from Camp Hill, Rabbi Ben-Ami of Temple Beth Shalom. Rabbi Ben-Ami.

Rabbi Ben-Ami:

I am grateful for the opportunity to be a witness and participate in this town hall type meeting in the public interest. In all of society we all too well know that we are so much influenced and dominated by vested interests, be they governmental or private character. We, too often, lose sight of the average citizen or the common man. Does not government on every level and the corporate interests as well exist for the purpose of serving the individual citizen? Yesterday, we observed Abraham Lincoln's birthday. Ideally in a working democracy it should be the goal of those in power; those who govern with the consent of the people and those who control the means of production and distribution of goods and services, to serve the needs of the people and to improve the quality of life for all.

Public broadcasting by definition has and is concerned with the improvement of the quality of life; its physical and spiritual dimensions. Not more is better but are conditions livable? And are we keeping the human dimension? Is the need of the day. We have begun to realize that man is not a machine; man cannot be programmed and the body and spirit cannot be overly abused. We have come to recognize that conspicuous consumption and the worship of the golden calf, of things and gadgets, the pursuit of materialism for its own sake, definitely is not good for the spirit or definitely does not improve the moral dimension of man. The attitude of every-man-for-himself and the devil-take-the-hindmost is not in keeping with the democratic spirit. And that is why our country today is in difficulty and that is why we speak of a credibility gap and that is why there is distrust of people-of the people- of those who are appointed to high office. We have come to realize that too much competitiveness and grandiosement by people eager to get ahead does not make for the improvement of the quality of life. Not only does the pressure for obtaining a bigger part of the pie make us more gluttonous but we have learned that this also results in a physical indigestion which produces a moral and spiritual headache afterwards and that is why today we have distrust in our country and that is why we speak of a credibility gap. We have long realized the human vessel of the human soul and the two are indivisibly linked and cannot put asunder, separated, sliced apart. They are interrelated and what affects the body influences the mind and affects the soul. Therefore whatever is planned, whatever transpires from the halls of the legislature, whatever takes place in our courts of law, whatever is determined or carried out by the executive branch of government, be it local, state or national or even the international level -- whatever is neglected,

deferred or tabled by corporations, by public utilities, by business, by merchants, by farmers, by truckers, by consumers, all this will affect everyone of us and becomes the People's Business. For whatever any group of us does or does not do affects the very way we live. Modes and styles of everyday existence, our capability to manage our everyday lives, makes the difference between being alive -- truly alive -- and not to be caught up solely in the rat race of living. And this public television which endeavors to improve the quality of life aesthetically; it is public television which makes an attempt to inform the public; it is public television which conducts town hall types of meetings where the people can be listened to, where the people can question those in power and where the needs and desires and interests of the people can be responded to. What is needed in public television and where emphasis is called for is the improvement of programs dealing with intergroup and interfaith issues. What is needed is more generational programming -- have senior citizens speak to youth, youth speak to parents and mix our citizenry and find out what is on their minds, their problems that affect them. What is needed in public television is design type of programs that will build bridges between the generations, between the various faiths, between the races, and as I stated, between old and young. Today we are much too fragmentized. Public Television conducting town hall type forums and meetings as were conducted in New England of old; town hall meetings on public and civic affairs where neighbors can be brought together -- physical neighbors -- of whom we have a great many but real neighbors of whom we have so few. And the town hall type of gathering together we can get to know each other and as in the town hall meeting of New England, people who knew each other also came to trust each other and were able to depend upon each other. What is needed in public broadcasting is to present the ethnic heritage of each region and this region is rich in ethnic groups and they do not know each other intimately. This can be done through folk festivals. What is needed in public broadcasting is to bring local and regional religious groups together in order to examine their own backgrounds and their heritage. What is needed in public broadcasting is where Protestant, Catholic and Jew gather together and question each other about misunderstandings and only then can we be at better group understanding. What is needed in public broadcasting is to bring white and black together, to bring spanish speaking Americans in order that we may understand their problems and they may understand their neighbors as well. What is needed in public television is to place great emphasis on the needs of our senior citizens, which constitutes a great neglected community resource. What is needed in public television is to overcome the generation gap syndrome; is to overcome distrust between

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ethnic groups; is to overcome distrust between races. It has been public television which has provided a breath of fresh air in what too often is an aesthetic and cultural vacuum dominated by escapism, violence, indoctrination, deceptive advertising. It is public television which offers a hope for the future. It is programs such as the Boston Pops; Master-piece Theater; Religion in America; Firing Line; the Advocates; People, Places and Things; Moyer's Journal; Evening Edition; Book Beat; Consultation; performances of this sort which help in the understanding of the people and each regional station can duplicate these programs by adding local and regional flavor to these endeavors. It is high time in this country where we have this fragmentation and distrust that we get together in a town hall type of meeting in a panel setting, where we get to know each other by examining each other's credentials, each other's background, each other's heritage and by determining how each of us can help to compliment each other because this is what has made America the great democracy that has been and that it is today if we are to preserve in the future an exchange of opinion in depth and appreciation of each other stands for is very much indicated. And I am grateful to public television for what it is doing and for what it has done for my own life would be greatly impoverished if I did not have the opportunity to often turn to public television to refresh in mind and in spirit by its quality of programming.

Mr. Morse:

A very eloquent tribute and challenge to public television from Rabbi Ben-Ami of Beth Shalom in Camp Hill. Any comments from members of the panel?

Well, now then lets move on and point out that listeners are telephoning in their preferences -- that is the public is talking about its business. They are dialing area 717-534-2511. They are telling us what they like and what they don't like about public television generally and about WITF-TV specifically. Why don't you do the same? Telephone number is 717-534-2511.

Welcome now to Homer Floyd, Executive Director of Pennsylvania Human Relations Commission. Mr. Floyd.

Mr. Floyd:

Thank you for having me at this public hearing. As the Executive Director of the Pennsylvania Human Relations Commission I can view the problems of discrimination against racial and religious groups from a vantage point accessible only to a few. I can see -- often with painful clarity -- what happens in the lives of people who are victimized by discrimination or practice of exclusion. I also can see how a group such as a public television station can help to prevent or eliminate that discrimination.

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Like government, public television should have its greatest concern for people it serves who have the greatest needs. Victims of discrimination and poverty have tremendous needs, and among them is the need to communicate their condition to those who could help them.

Unlike the oil companies which can take out full page ads to present their explanation of the fuel crisis, Blacks and other minorities do not have the money or political power to buy or gain such recognition.

Too often, media attention is only given to the tensions which result when Blacks begin to publicly resent and resist the injustices they suffer. Public television can focus attention on the day-to-day problems of discrimination and practices of exclusion in jobs, housing and schools -- conditions which cause resentment and resistance.

Consider, for example, job discrimination. 1970 census figures show us that for every \$5.00 in income in a white paycheck, there is only \$3.00 in a black paycheck. Mathematically, this means that during 40 years in the workforce, a Black worker loses over \$150,000. But, in human terms, what happens to that black worker is incalculable.

There are many people and many agencies like the Pennsylvania Human Relations Commission which are attempting to lessen and eliminate the practices which establish artificial barriers to opportunities for minorities. But, too often, people react blindly because they are geared to charged words such as "forced busing" or "minority quotas."

Public television can be what its earlier name implied; a force to educate people. It can focus attention on the people, the events and the issues. It can enlighten and encourage. It can provide a positive leadership in the state to identify what are the human problems involved in discrimination, and what are better, peaceful, available ways of correcting these conditions. Thank you for this opportunity to appear and testify at your hearings.

Mr. Morse:

We thank Mr. Homer Floyd, Executive Director of the Pennsylvania Human Relations Commission. Panel any comments? Anything from you Bob Larson?

Mr. Larson:

Yes, I have a question in regard to minority programming. Do you think television ought to make an effort to provide programming specifically for designated minorities or should it on the other hand, develop programs which speak to the total human condition without any emphasis on one particular minority?

Mr. Floyd:

I think that it can do both. I think that by providing programs dealing with realistic issues and realistic problems, shaping them in such a way that certain segments of the population can identify but certainly the program ought to be interesting enough that it will appeal to a vast variety of audience as part of the educational process. I think it can indeed, do both.

Mr. Larson:

Have you found examples of this in public television?

Mr. Floyd:

Well, I think that many of the kinds of programs that are sponsored -- some of the talk shows, etc. focus in on specific kinds of problems but I think we need to take some of them out of the studio a lot more and begin to try to get to people in their natural surroundings and the real world, the real problems, etc. You are not going to get unanimity in terms of what ought to be done and how people react. I think that we live in the real world and it is not -- to many people the kinds of conditions that we are talking about happens on a day to day basis and project those. They may be offensive in some instances but one of the things that we have to do is to dare to be leaders and begin to try to develop a wholesome community and present the views which maybe minority views in some instances and begin to open up the kind of -- through the educational process of all groups.

Mr. Larson:

Another question -- I hate to put you on the spot, Mr. Floyd -- but let me ask it anyway and I apologize if it does but if WITF were to give you a half hour a week or the network -- what would you do with it for the work of your Commission?

Mr. Floyd:

I think one of the things that we could do -- is take some of the most crucial issues, issues that are the hottest, that people have volatile positions on and so forth and try to deal with them. Try to point both sides of an issue. Also try to begin to relate that to the law of the land; relate that to the kinds of things that people respect. One of the problems is that very often our people are uninformed. They take positions because they are uninformed. I think that too often we try to back away from controversial issues because either we want to get elected, or we don't want persons to write in adversely and so forth and I think that we have got to take on these issues and provide some leadership in helping to get people through them. These are some of the kinds of things that I would certainly advocate and be interested in.

Mr. Morse:

Thanks to Homer Floyd, Executive Director of the Pennsylvania Human Relations Commission. You are tuned to Channel 33, WITF-TV, Public Television for all of Central Pennsylvania, Hershey, Pennsylvania. This is not a regularly scheduled program. You are watching the televised public hearings on what you think public television should provide for you. What we are doing is talking about the people's business. The telephone number is area 717-534-2511. And in just a moment we are going to go out from the blue room here in the Community Center on to the street and find out by way of television tape what the man on the street thinks about public television and this is your opportunity to call in. 717-534-2511.

Back once again with public testimony about what you want in the People's Business which is public broadcasting in Central Pennsylvania.

These are some of the telephone suggestions that viewers have phoned in and I am sorry incidentally, I gave you the wrong number before the last break. The number in case you want to try to get us is 534-2511. The viewer says:

Public television should present more classical music and environmentally oriented programs. On the local level public television should present public access programs, children's series and historical programs.

These are the people speaking about the People's Business, Public Broadcasting.

Public television should address itself to the subject of violence on television today.

Interesting. Another viewer says:

Public television should present better wildlife and nature programs.

Those are just some of the comments. There are more and we will be hearing them a little later. Our telephone number is area 717-534-2511.

What a joy and delight it is to welcome back an old friend, one of the movers and shapers of WITF and public broadcasting here in Central Pennsylvania. Past President of the Board and a very good friend of the Board, one of the founders of public television. He is Dr. Gilmore B. Seavers, President of Shippensburg State College.

Dr. Seavers:

Mr. Morse and members of the panel and citizens and friends of Central Pennsylvania. I appreciate the opportunity to participate in this phase of the cooperative project of WITF and the Pennsylvania Public Television

Network Commission to inventory public needs and to suggest what public television can do to help meet these needs. My brief response will be focused primarily within the context of higher education as this relates to continuing education and community services.

Public television is a sleeping giant that can be used to improve our society in numerous ways. Every day a majority of Americans spend much of their leisure time in front of a television set. Practically all of the time the viewers are being entertained when this medium could be used to improve skills, change attitudes to more positive thoughts, and enable the viewer to use his time more effectively.

It is commendable that such a project is being undertaken in Pennsylvania. Public television indeed must increasingly determine the needs of its diversified constituents and determine how to meet these needs. Pragmatic educational and political considerations have tended to dictate that the daytime hours include a higher proportion of classroom instruction geared to basic education, that evening prime hours be devoted to PBS types of programs, and that the remaining time slots be assigned to a variety of general programs including ones which could be titled continuing education.

Those of us deeply concerned with the educational uses of television have been disappointed that this tool has not really made any significant impact on educational instruction especially at the level of post-secondary education. This is partly because of the controversial nature of the television instructional technology, partly because of the inadequate diagnosis of the needs of the constituents, partly because of the inflexibility of scheduling, and partly because of the high costs of production.

Public broadcasting for educational purposes is currently facing stiff competition from at least two other delivery systems, cable television and low-cost video play-back systems.

One of the most significant recent developments in higher education has been the growing acceptance of the concept of non-traditional studies. This has great implications for the use of public television combined with other media for the dissemination of instruction. I am especially referring to the "open college or university" type of instruction through which large segments of the population are provided opportunities at off-campus centers and indeed in homes to participate in college-university-level instruction with or without college credit or degree potentialities.

There are evidences that the "sunrise" semester types of instructional programs currently programmed should be included in other strategic time slots throughout the day. This probably could better be performed by public broadcasting.

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As our society approaches the four-day work week, people will have even more leisure time, some of which will be spent viewing television programs especially if prices continue to increase and energy sources remain scarce. Public television could very easily reach a greater audience through such strategies as taping programs and the making of these programs available to local TV cable companies and educational agencies. Often the cable TV sends the same program over two or more channels simultaneously. These duplicate channels could be used to transmit public television taped programming. Through the use of public television facilities and taping, outstanding speakers and experts on many topics could be made available to citizens in general rather than to a limited number of college students.

Public broadcasters must develop program priorities on a continuing basis so as to meet national, state, and regional needs which have political, social, recreational, educational, and vocational significance. Public broadcasters need to capitalize on the national visibility given to them by such programs as "Sesame Street" and the "Watergate" hearings.

This leads me to declare that public television has a tremendous potential for adult higher education, for lifelong learning involving Pennsylvania's colleges and universities and their faculties. Last month the Pennsylvania Association of Colleges and Universities unveiled A Comprehensive Proposal for Financing Higher Education in Pennsylvania. This policy position of the PACU would serve as the basis for establishing a Task Force including representatives of Pennsylvania's Office of Higher Education in the Department of Education, the Pennsylvania Association of Colleges and Universities, and PPTN to explore specific ways in which the potential of public television could be employed to meet the needs and desires of our citizens in the area of higher education. This Task Force would want to involve resourceful representatives of our academic faculties in exploring such potentialities.

We must recognize that the magic words to awaken public television as a sleeping giant are creative leadership and financial support. One of the major problems of public television has been the lack of funding to produce quality programs which will compete with the programming of the commercial sector. I join with the other witnesses this evening in urging our citizens and our State government to fund public television to meet more fully the needs of our Commonwealth and especially those in the areas of adult higher education and lifelong learning.

Mr. Morse:

Thank you Dr. Gilmore B. Seavers. Ladies and gentlemen of the panel, any questions or any comments? If not, we are very grateful to the

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President of Shippensburg State College for his remarks and his appearance here this evening. Our next witness is Noah Wenger, Farmer, a member of the Pennsylvania State Stabilization Conservation Committee. Mr. Wenger is from Stevens County and how glad we are to have you with us Mr. Wenger.

Mr. Wenger:

Good evening ladies and gentlemen. I express my appreciation to the station WITF-TV for inviting me, a farmer, to participate in this program.

Although we are generally regarded as an industrial state, the value of agricultural production in Pennsylvania exceeded one billion dollars in 1973! Obviously an industry of this magnitude has a tremendous influence on the total economy of the Keystone State. So, when I promote agriculture, I'm not just thinking of the 4 or 5% of our population that are actually farmers, but I'm thinking of all the people in our great state.

The most basic farmer need is land, and this is where one of our major problems lies. Strong demand for land for non-farm use has inflated its value and too often increased its real estate tax assessment to the point where it is no longer economically feasible to keep it in farm use. If we want to keep agriculture in Pennsylvania we must develop a realistic land-use policy that will include a tax break for land that is kept in agriculture.

Time will not permit listing of all specific needs, but let me state that most of these needs are basically economic. If consumers want an adequate supply of wholesome, nutritious, food farmers must be adequately compensated for their efforts.

It is here that public television can play an important role. Consumers are naturally concerned about rising food prices. When your news program reports the increase in farm prices and super market prices, perhaps you could add that although farmers are doing better the last few years, their income is still only about 85% of that of non-farm people. Perhaps you could tell them that in spite of higher prices, consumers in the United States spend a smaller part of their income for a greater variety of food than in any other developed country in the world.

Special programs that acquaint consumers with the tremendous capital requirements, the great risks taken, and the narrow margins of profit farmers generally have, could do much to foster better understanding in this area.

And remember the farmer is a consumer, too. The farm wife goes to the same food market, usually buys the same products at the same price, but she goes with only 85% of the purchasing power.

I feel that whatever we do to promote better understanding between producers and consumers will be a benefit to both of us. And thank you again.

Mr. Morse:

Noah Wenger you do not know it but you have been reporting on Evening Edition time right now, Martin Agronsky's program, so you have had the opportunity to tell your story to presumably Martin Agronsky's audience and that is great.

Martin Agronsky incidentally will return at his regular time next week and again on Friday and in the meantime we thank you for your comments and they are very important to us. Any comments from the ladies and gentlemen of the panel? Nothing? Well, we will move along because we have many more witnesses here to talk to us. This next face is a very familiar one around WITF, one of the founders and shapers of the organization and member of the Board, Mr. M. Francis Coulson, Executive Director of the Lincoln Intermediate Unit, New Oxford. Mr. Coulson welcome aboard again Sir.

Mr. Coulson:

The "People's Business" of our Great Commonwealth of Pennsylvania is Education-- education for all people of all ages. It shall include the pre-school child, the student from Kindergarten through college and university, and the adult. It shall include the normal citizen as well as the exceptional person -- the handicapped and the gifted. It shall include the laborer, the skilled technician, the professional practitioners, and the senior citizen.

"Education embraces life, and schools necessarily bear the imprint of the world -- its promises as well as its problems. The transformation of the American family, for example, may presage either the greater fulfillment of individuals or deep social chaos." (Report of the Citizens Commission on Basic Education -- 1973 -- Chapter II, page 3.) Public television has become one means to personalize education for the individual of any age -- the child or the adult. Television can create that situation which permits students to take their instruction at times and places where their needs and interests can be served, permitting them to work or engage in other "interruptions" of their work or studies without penalty. Public television can operate as the educational resource that can be available when and where such needs may exist. It can develop and present a

form of educational technology to obtain the kind of flexible and personalized education that one may receive in the nursery, the school, the factory, the office, or the family room of his home.

We must use this technology -- public television -- and we must use it to its fullest to broaden our exposure, to increase our range of ideas, to provide us with new forms of communication and new perspective on the nature of experience. It serves audiences with special interests, and can be used primarily to present the instructional and entertainment needs of the communities it serves for the advancement of educational and cultural characteristics of its citizens. The Carnegie Commission on Educational Television stated that public television "includes all that is of human interest and importance, which is not at the moment appropriate or available for support by advertising and which is not arranged for formal instruction." Public television must then attract its primary audience by presenting material aimed at those subgroups of the population that share special interests and needs.

Public broadcasting is in crisis. It has been in crisis ever since it first started as educational television. It has been and it is still troubled by insufficient financing, as well as, lack of attention to its potentialities. Too few of our citizens of South Central Pennsylvania are aware of and adequately use WITF's classroom broadcasts that are made possible by the member school districts; too few of our citizens know about the excellent programs that are available for viewing from 8:30 a.m. until midnight each day of the week on both television and FM radio; too few of our residents have become familiar with the Program Guides published and distributed each month for both WITF television and WITF-FM radio; and too few of our citizens, school systems, businesses and industries have contributed adequate financial resources to permit public broadcasting to become the media to broaden our exposure, to increase our range of ideas, and to provide us with new forms of communication and new perspectives on the nature of experience. Thank you.

Mr. Morse:

We thank you Mr. Coulson. Dr. Hershey, I think maybe you ought to respond just briefly, sir.

Dr. Hershey:

Well, I do feel that all of this should be done from the standpoint of educational television. Assuming that the funds were there to do what you are talking about, what do you think -- right now -- is the most important thing that public television could do, not only for Central Pennsylvania, but for all the commonwealth? What would be the one thing that comes to your mind that we ought to hit first?

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Mr. Coulson:

I think we could further develop the potentiality of the use of public broadcasting and public television in the areas post school educational experiences. I believe that we do a pretty good job of presenting programs during the school day for in school listening but perhaps we could further expand the opportunities for both the pre-school child as well as the post school adult.

Mr. Morse:

And so speaks, M. Francis Coulson, Executive Director of the Lincoln Intermediate Unit, New Oxford, and we thank you, Sir, for being with us tonight.

Our next witness is my very good friend the Reverend John Galloway, Senior Pastor of the First Presbyterian Church of York. Reverend Galloway, welcome.

Rev. Galloway:

Thank you very much. I applaud this evening's program, the notion behind it, and thank you for this chance to share some thinking. Public television: "The People's Business" is a phrase quite consistent with the desire on the part of churchmen to see mass media develop "programming in the public interest." This is a good occasion.

Perhaps I would be wasting my seconds if I merely patted you on the back, though there is a temptation to do just that. The service you provide is invaluable. Your programs on "Religious America" have been stellar. My children like you. Keep up the good work.

There are, however, more things that need to be done, hard problems that need to be faced. Public television can rather easily become elitist -- albeit well meaning -- elitist nevertheless. While tonight is a grand step in the right direction, it is disturbing that such an affair is, in your words, "unprecedented." Members of the community and that very much includes the poor, the uneducated, the powerless, need in creative new ways to be given a piece of the action in this network which is called the "people's business."

The pitfall of public TV is in thinking its job is done providing erudite discussion of contemporary issues, shows that appeal to the sophisticated segment, or in providing educational programs for the uneducated. Both of these thrusts are critical, much needed in our society.

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But there is more, another level if you will. What the people need in our country today is a say -- a voice -- a sense of ownership in what is happening in their lives. There might be some who would argue that the common man has his say in commercial TV where ratings dictate the programming. Let them watch their "shoot-em-ups" and roller derbys while we educate the public and debate the issues. That argument is the kind of elitist thinking against which I am speaking. It is supposing that commercial TV is really the common people's business and public TV is somehow better. Further the line of thinking is inaccurate for people do not have creative input in commercial TV. We must not confuse ratings with public interest. People are led around by the media.

Let's make public TV "the People's Business." Let's get serious. I cannot believe TV is truly in the public interest until the public has a stake in it. The viable alternative offered by public TV lies not in the absence of commercials or even in the quality of programming, it seems to me. Public TV can offer the people a permanent direct input.

I hope that out of tonight's hearing you will be moved to develop permanent structures to give the community and especially the poor, the uneducated, the so-called minorities, the powerless, a say with power in how their business is being run. Give them significant voting power, screening power. Listen to them. Learn from them. Soon I think you will be showing not only what we like to call programming for the community, but also programming from the community and that is when the public interest will best be served. Thank you very much.

Mr. Morse:

We thank you Reverend Galloway. I assure you that the notes to be taken here tonight is being aimed at just that but I am not so sure that any of us had thought of your -- your wonderful juncture position of the words "for" and "from" because that is exactly what we should be doing. Any comments from any of the ladies or gentlemen on the panel?

Mr. Larson:

Yes, if Reverend Galloway will allow I would just like to say -- Amen!

Mr. Morse:

Thank you gentlemen. Well, people are talking. They are telephoning area code 717-534-2511 and they are telling us what they think.

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One viewer said that public television should present more children's programming in the morning hours and on the weekends. Another says that public television can do much more in the area of adult education as the last two speakers have discussed. And this listener or viewer is talking specifically about those who have graduated from high school as well as those who have not.

What are your views? What do you think public television should do? How can we broadcast for you and we want the views from you so that we can broadcast for you. The phone number is area 717-534-2511. Let us know what you think public television is doing well; what you think public television is not doing well; what it should do that it is not doing. The telephone number one more time, 534-2511. Call us now. Let us know what you think of the People's Business.

Our next witness Robert Bernat, Executive Director of the Pennsylvania Council on the Arts. Good evening, Sir.

Mr. Bernat:

Thank you Mr. Morse. I would like to say also that as a father of a sixteen year old who is going to be working on the children's program Zoom in about ten days and so my interest in television will be heightened for about the next six weeks.

By way of introduction I would like to provide a background for the few obvious suggestions that I will be making regarding arts programming under the Pennsylvania Public Television Network. Some of what I have to say is not new but I believe it deserves repetition in this context.

First, we need to remind ourselves that Pennsylvania can rightly claim some of the world's leading creative and performing artists and a few of the world's foremost art institutions. We have at the grass roots level an exciting and diverse art life that rests on the many ethnic traditions that are still vital in the lives of many of our fellow citizens today. In short where the arts are concerned we Pennsylvanians have much of which we can be justly proud.

Second of all the art life of Pennsylvania offers a wide array of opportunity for appreciation and participation by our citizens. It is all too seldom recognized that our artists live at or near the poverty level and many of our art institutions are threatened with extinction because of operating deficits ranging into the millions. In fact, a few of these institutions have died within the past few months. Although public and private support of the arts has increased somewhat in recent years it has been insufficient to meet rapidly rising costs. In short we face an extremely serious situation for the future. One

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in which the principal question whether the arts will be able to survive is vital to our citizens at a time when we need them more than ever before. The Pennsylvania Council on the Arts has the responsibility of using tax funds to support the arts within the constraints of the modest appropriations we receive from the legislature each month we try to assure that each citizen of the state has opportunities to enjoy the arts. With our present budget this can only remain a goal and it is clearly impossible to provide the kinds of significant response that our art institutions require if they are to avoid extinction.

With this background I come now to three brief suggestions in arts programming: First, the Council on the Arts and PPTN should cooperate in producing a series of programs which examine the financial health of Pennsylvania's artists and art institutions so that all of our citizens can begin to understand the overwhelming problems facing the arts today. Only with such citizen understanding will the arts be able to survive in Pennsylvania or any other state and to the best of my knowledge the series would be a first in programming and could well serve as a model for the rest of the country.

Second, the Council should make available to PPTN considerable art expertise that is available in the Council's advisory professionals from the various artistic disciplines. Not only could these artists make suggestions concerning general programming in the arts but they could also be consultants for specific programs.

Third, the Arts Council and PPTN could make both provisions in their respective budgets for realistic amounts to be allocated for arts programs jointly produced on the network so that all of our citizens could have access to the best of Pennsylvania's arts. This is especially necessary now when the energy crisis reduces the opportunities for artistic experiences; it becomes increasingly fitting as we approach the bicentennial year which will provide a unique opportunity to review Pennsylvania's artistic and historic heritage.

On behalf of the members and staff of the Pennsylvania Council on the Arts I wish to thank PPTN for inviting me to speak on this program. I would conclude by remarking that our respective responsibilities are so inextricably intertwined in so many areas. It is my personal hope that this occasion will mark the beginning of a close relationship between our two state agencies that will benefit public television, Pennsylvania's artists, art institutions, and most importantly it will enrich the lives of the citizens of the Commonwealth. Thank you.

Mr. Morse:

Mr. Leonard, I think there are three suggestions which I have noted you jotting down on your pad, what would you say in response, Sir?

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Mr. Leonard:

I think that they are all very good suggestions and welcome them with open arms, I think is the way to put it. Bob and I have talked some in this direction over the past few weeks and I can say that it is high time that we both got in gear and started moving.

Mr. Morse:

Incidentally Mr. Bernat, you would be interested that while you were talking people were calling in and one viewer says:

There should be more fine orchestras, such as the Philadelphia and Boston Orchestra on public television.

They did not mention the Pittsburgh Symphony.

Mr. Bernat:

Well, I would. I would make that amendment. I would prefer to see the Philadelphia and Pittsburgh Orchestras on Pennsylvania Television. I am that chauvinistic. But I would say this, everybody says that people who are interested in fine arts want to see classical music on television. Fine! But until you do something about the sound systems on the receiver that's going to be --let's face reality -- you really don't experience the full range of what is available in the concert hall. You don't on radio or fine phonographs for that matter. But to the degree that is possible I think we can do better than things done on commercial or public television now if you could have some kind of programming in concert with your FM stations at the time someone is looking at the Pittsburgh Orchestra let's make sure that they don't hear that tinny sound coming out of the television but the really fine sound that is available out of the FM receiver, if the home viewer has the proper kind of equipment. I think it is worth at least an experiment.

Mr. Morse:

These kinds of things have been attempted. Mr. Bradley has a comment.

Mr. Bradley:

We just attended a convention in Washington a couple of weeks ago where the public broadcasting service demonstrated experimentation which they had undertaken on improving the sound transmission and a demonstration on Boston Pops and there was a world of difference in the sound.

Mr. Bernat:

Yes, it does make a difference. I am on the committee at the national endowment for the arts with Mr. Quayle, the Vice President of PBS and I am going to make that point over and over and over again.

Mr. Morse:

Wonderful! Perhaps it will have some impact back here. We thank Mr.

Robert Bernat, Executive Director of the Pennsylvania Council on the Arts.

Another comment from another viewer:

Less emphasis should be given to minority tastes. That's less emphasis. Also, public television should give much greater service to the deaf and other handicapped audiences. (I might point out that the 11 o'clock news is captioned news. I think it is the American Broadcasting News. It is broadcast regularly at 11 o'clock, particularly as a service to the deaf the news is captioned so that it can be read at the same time as hearing the report.

Our next witness on WITF-TV, Channel 33's televised public hearings on public business is Lorraine Ryan, President of Pennsylvania's State Education Association, Lower Dauphin District. Madam President it is very good to have you here tonight.

Ms. Ryan:

I feel very privileged to be in such distinguished company to discuss a few of my views on what public television can do for education. One area basic to the improvement of any educational system is the election of the local and state officials who make the decisions concerning that particular system. With our proximity to Harrisburg, we have a perfect opportunity to draw these state and local legislators into panel discussions on their views relative to education. These panels could include representatives from the department of education, Pennsylvania State Education Association and selected teacher representative. Often when educational decisions are being made, the grass roots system, the teachers, are overlooked. The local education association can be the best resource for suggestions for participants in these panels and topics for discussion as, in most cases, the association represents the majority of teachers in any given district.

On a local basis, individual school board meetings could be televised on a random basis. This would help make the taxpaying public more aware of the happenings in their districts.

In speaking with several other teachers concerning the role of public television in education, I received several innovative suggestions which I would like to share.

Perhaps it is not widely known that several districts now have film making and mass media courses. If the teachers of film would collaborate with the educational television network, a new realm of possibilities takes shape. For instance, in my district, where there is a very active filmmaking class,

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several students are interested in work study positions in the area of film and communications. If these possibilities could be explored, it would prove of mutual benefit to the students and the network. The student would receive training and guidance; the network would have first hand input into the schools' programs and needs.

In another educational area, specifically special education, there is a wealth of things that need to be done to make the public more aware of the special child and his needs. As a former special education teacher, I feel very strongly that the integration of the retarded into the community is the goal of a special education program in the schools. The community needs to be informed of these programs and thus public attitude toward the retarded can be positively affected.

A rather interesting idea, regarding the topic of communication between the home and the school was also suggested to me today. A series of programs could be devised centering around school situations requiring contact between the school and the home, whether it be to discuss a behavior problem or a sports award. Actual situations and reactions could be presented and problem solving could be through concrete examples.

In closing, let me say that suburban schools such as the ones in our area should not be neglected. Often the rural and city schools are presented as having all the problems and the suburban schools are thought of as being "problem free." The suburban schools need services too and programs such as the one we are participating in tonight are an excellent means of discussing these services and needs. Hopefully some of the results of tonight's discussion will lead to programming that will help solve our problems, publicize our accomplishments and improve our overall educational system.

Mr. Morse:

Thank you Ms. Ryan. You heard of course earlier that students from the Riverside Program in Harrisburg are going through a work-learn relationship here. Bob Larson is there any prospect of any more of that sort of thing?

Mr. Larson:

Yes, as a matter of fact last year, we had a group of young people from a school district who underwent a ten week training course and some of them have been utilized on our production crews. I think we would well come that kind of cooperative effort.

Mr. Morse:

Our thanks to the President of the Pennsylvania State Education Association of Lower Dauphin District. If you are just joining us, this is WITF-TV,

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Channel 33, Hershey, Pennsylvania. And if you are joining us for Book Beat with Bob Cromie, we are superceding him this evening in order that you might hear public testimony what the people might want from public television. This is what we are doing and hearing witnesses and Book Beat will be back again on Monday at 9:30.

Here is Ted McIntire, Student at Harrisburg Area Community College and reporter for the Independent Press. It is good to see another beard on the program.

Mr. McIntire:

Thank you. Let me state at the outset that I in no way make the pretense of speaking for anyone but myself. Nevertheless, I do believe that I have a certain amount of input that may prove to be of some value in this endeavor.

Currently there is no other media that offers the public such a wide-ranging and instantaneous dissemination of events as does television. Far too often, though, the needs of the community are relegated to a subservient position by the entrepreneurs of Madison Avenue, through the abuse of television. The programming that a specific network offers is always determined by those handful of individuals that sponsor the programming. Thus those who control the commercials control the television and ultimately control us.

As with any system, the system itself is amoral. The system, whatever it may be, is dependent upon those individuals that comprise it for guidance towards those objectives that it deems appropriate. This is the key to understanding the concept of public television as I envision it.

Only of late have I realized the vast potential of the type of programming that public television offers to the community it serves. We know, or at least are becoming more aware of the abuses of the televised segment of the media, but this does not mean that the community, by exercising its prerogative of control over that media, cannot correct these practices.

It is along the lines of community control that the concept of public television has evolved. Public television has committed itself to the proposition that viable alternative programming can be made available to the larger community it serves, and that that community will support the overall concept and provide an economic base for operations.

Current programming efforts in the performing arts, diverse news reporting, audience participation, alternative viewing for children, as well as those subjects that the major networks arbitrarily decide to be too controversial, are to be commended for their fresh outlook.

There are areas that although not lacking, could stand further development. I see public television as taking the initiative in such crucial areas as mental health and criminal justice. This can be done by both illustrating the various problems and by presenting alternatives developed by other members of the community.

Therefore, it is imperative that public television recruit creative input from the community and for that community to actively participate in the process by which the decisions on programming are arrived at.

Finally we know the impact of the visual media on the general public. Sometimes, though, public television is referred to as "educational television;" which is a misnomer. All television educates, regardless of the content of the programming. It is up to us, the community, to make absolutely sure that the programming that is offered for consumption is what we want to learn. Thank you.

Mr. Morse:

Todd where is your home, you are a student of Harrisburg Area Community College, are you from Harrisburg?

Mr. McIntire:

Yes.

Mr. Morse:

Are there any questions or comments from the panel? Thank you sir for being here.

People are calling in. One viewer says:

Public television should work to make America truly a classless society.

Another:

Public television should concentrate on the public interest in cultural programming. Local involvement is needed.

Another says:

Public television should do research on the affects of television on children. (I believe that that has been done and very ably in other areas.)

This will be about the last time we are going to ask for calls. We have three phones available. 534-2511. Area 717-534-2511. Call us. Tell us what you think. In the meantime we have with us a member of a very militant group that certainly has a need to have its views expressed. On behalf of the parents of all of Central Pennsylvania, we welcome Mrs. Connie Brown, Lancaster County.

Mrs. Brown:

Thank you. We are trying to raise our children who are "part of the solution, not part of the problem;" who are able to look honestly at life and not withdraw from it; who know laughter and live creatively. Public broadcasting is a marvelous tool in our parenting.

Do you think I say this because I need a handy mechanical babysitter for our two children, aged seven and two years? No. I am very opposed to abandoning children to television. There have to be persons available with whom to comment, question, and share the experiences one hears on radio or sees on television if the experiences are to be most valuable. Of course, it's great that Sesame Street, Misterogers' Neighborhood, and the Electric Company are scheduled between 4 and 6 P.M. when parents are especially busy or in need of unwinding from work. The children have excellent shows to view and the wise, sensitive people behind these programs have made available information about the characters and concepts so that even though I can rarely sit and watch with them I can read "Around the Neighborhood" and other publications to know with what the program will deal.

A few examples of our family's public broadcasting experiences:

Scott, at barely two years old, counting or saying the alphabet -- just for fun -- or building as someone on Sesame Street did.

Andrea, at four years of age, finding comfort in a dinner table discussion about death after Mr. Rogers had discussed it and sung, "But the very same people who are sad sometimes are the very same people who are happy sometimes." Andrea had recently experienced the death of a relative.

All of us, at many ages, making leaf rubbings as Miss Jean showed on Hodgepodge Lodge, or trying to create Fannee Doolee puzzles as seen on Zoom, or imitating Easy Reader on the Electric Company.

The list could go on and on.

Oh, certainly I've heard it said that there's no fantasy, fun, variety, and excitement on "educational" broadcasting. As Julia Grownup would say, "Au contraire!"

Fantasy and fun -- have you ever heard even adults chuckling over Bert and Ernie, Snuffalufagus, King Friday XIII, Jennifer of the Jungle, or a Zoom game?

Variety -- there is a constant parade of paces and people. Sesame Street and Electric Company sock-it-to-you in a style to capture even super short attention spans. Mr. Rogers and Miss Jean have a slower, quiet style.

FM radio provides a background of beautiful music, current events, and fascinating conversation. Here are things to grow on at home with extras borrowed from daytime "in school" programming. Incidentally, the evening programs are over early enough not to ruin bedtime schedules.

Excitement -- even a portable television can break down barriers. I don't mean by throwing it around. I mean by letting our children travel into uncharted lands -- slums and castles, shops and rehearsal halls, outer space and inner space. But breaking down barriers is about as violent as it gets, and today we desperately need alternatives to violence. Moreover, it helps to build healthy concepts, skills, and views of oneself and the world that reduce the personal need to do violence.

Fantasy and fun, variety, excitement, it's all here. The program guides available to station members even point to good quality programs on commercial stations. Our children have had the advantage through volunteer work of meeting some of the dedicated, talented people employed by WITF-- a great experience.

Our children are young but we look forward to growing into more experiences with them through the aid of WITF. We look forward to the day when through stronger technical facilities more families can easily be able to receive WITF in the area. Public broadcasting rates on this evening a very special valentine from this parent. Thank you.

Mr. Morse:

Ladies and gentlemen, I think educational television has done a magnificent educational job in the case of Mrs. Brown. Thank you very much. Are there any questions or comments? Mr. Bradley.

Mr. Bradley:

Mrs. Brown, I have no doubt of the outcome of the Brown children with such a mother. Your testimony has been really uplifting at this hearing tonight.

Mrs. Brown:

Thank you.

Mr. Morse:

I kind of hope that we did keep Scott and Andrea up but I am sorry we kept them up so late tonight.

Mrs. Brown:

I don't think you did. She may have been "gotten" up for a little while.

Mr. Morse:

Thank you very much for being with us this evening. Some more comments:

Public television should expand its cultural programming. Public television should present more history programs. Public television (and this is from Mrs. Frances Coffman of Harrisburg -- who wanted us to use her name) should devote itself more to public affairs and less to entertainment. More continuing educational programming is necessary. And we thank you for those comments.

Our next witness at the stand at the moment is Jarvis Shaffer, who is Vice-President of Civic Affairs and Public Relations of the Greater Harrisburg Area Chamber of Commerce. Mr. Shaffer it is a pleasure to have you here, Sir.

Mr. Shaffer:

Business Week magazine recently ran an editorial stating that "the swift decline in the esteem in which the general public holds business is a sign of serious trouble ahead."

The United States Chamber of Commerce, in response to many opinions such as this, and through a task force of business, professional and academic representatives, has launched a program to improve understanding of business and of the private enterprise system.

Among other things in this program, film is being used on a large scale to give full presentation of major economic concepts. But we feel that television in its many forms could be one of the most effective media in presenting such information. Pilot projects of this sort could be useful to employee groups and other audiences to which business addresses itself. Perhaps for example, public television could be utilized to provide practical or job-oriented education to employees, including management at various levels. Perhaps too, courses such as speed reading, writing, the metric system, labor relations, methods of supervision and other subjects could be put on television.

We understand that public television station WQED in Pittsburgh put on a highly successful series of programs concerning the use of credit cards.

The business community lacks the expertise required to determine the adaptability of business oriented subjects to television. But we would like to see public television take aim on the broad problems of business. Then have public television and business get together and figure out what can and cannot be done -- what will work and what will not work. We feel that both sides could profit from such a joint effort. Thank you.

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Mr. Morse:

Thank you Jarvis Shaffer. Any comments? Mrs. Smith and gentlemen any questions? I think you were crystal clear and we thank you very much for being here on behalf of the Greater Harrisburg Area Chamber of Commerce, Vice President for Civic Affairs and Public Relations.

Another viewer comment from our telephone operators:

Public television should assist parents in teaching their children respect for law and order.

There are phones available. We can get your views on this program by your making a phone call. It is area 717-534-2511. Call us now. Tell us what you think public television should do. Whether or not your views are used on this program they will be fed into the big barrel of comments that we are getting together. Your views will count. 534-2511.

It is a great pleasure now to have with us, Joel Weisberg, Director of the Pennsylvania Bureau of Consumer Protection. The man has been before these cameras many times. Welcome back, Sir.

Mr. Weisberg:

Thank you Mr. Morse. The Bureau of Consumer Protection is an arm of the State Department of Justice. As a law enforcement agency, one of its major goals is the prosecution of individuals obtaining money from Pennsylvania citizens through the use of unfair and deceptive practices. Hundreds of law suits have been brought in the last few years in an effort to compel compliance with our laws.

We have learned, however, that the consumer's best protector is himself. We are available to help when help is needed, but obviously the consumer who has the knowledge to protect himself and does not become a victim of fraud is better protected than one that must come to us for aid after the fact. In an effort to increase consumer knowledge and awareness, the Bureau has undertaken an expanded program of consumer education. We have prepared booklets, newsletters, posters, and handouts of all kinds. Our greatest problem lies not in preparing this much needed information, but in providing channels for its dissemination. Our material is useless sitting in our offices.

Public television can serve a useful purpose by aiding in this extremely important effort. Short spot announcements can be used to inform the public of the availability of materials or to provide buying tips. Longer

segments may be utilized to present seminars on important consumer issues or to answer questions prepared by the public.

Some allege that those of us who consider ourselves consumer protectors give business an undeserved bad name.

To some extent, this criticism may be justified and it is important that consumer protection warnings be tempered by noting that not all business operates fraudulently. But our meager staff and budget could not begin to overcome the deluge of pro-business advertising to which the public is subjected hundreds of times a day.

It is imperative that this information be balanced by regular doses of much needed information concerning consumer rights and responsibilities. And public television is one of the best available means of providing this service. The public will be better served if more of this type of programming is undertaken.

Thank you for the opportunity to present my views. Good luck in the future; public television is doing a marvelous job.

Mr. Morse:

Thank you Mr. Weisberg. It is strange but while you were testifying we received comment from a viewer who said that public television should do more in terms of the consumer oriented nature, consumer reports on credit buying and this would I think pretty well tie in with what Mr. Shaffer was talking about, the high cost of living and other timely issues. Bob Larson, any comment?

Mr. Larson:

No, only to encourage Mr. Weisberg and our audience to see a series we did produce on money management related somewhat to consumer affairs starring Allen Ludden and hopefully it will be on the air sometime this spring. It is in a game format. It is called "You Owe It To Yourself." That is the theme of your message tonight.

Mr. Weisberg:

Yes, exactly.

Mr. Morse:

Our thanks again to the Director of the Pennsylvania Bureau of Consumer Protection for his comments and his presence.

Another comment from a viewer:

Public television should present more language and other educational programming for adults. More programming is needed that is directed to the elderly.

the arts, the humanities, information and inspiration. Some sort of viewer involvement program would be extremely helpful.

Our next witness is a man who has been very patient this evening. He has been with us since I think we opened our flood gates of information, Dr. Nicholas Nelson, the Associate Dean of Education, College of Medicine, of the very handsome Hershey Medical Center which rises up just magnus. Doctor welcome, happy to have you with us.

Dr. Nelson:

Good evening. Doctors and their patients are becoming increasingly confused and ill-at-ease, because ever more expensive medical care seems increasingly unavailable in optimal distribution and quality. Moreover, the important health problems of today are not so much in the area of dramatic dis-ease, pain, suffering and death. Rather, they relate much more to those threats to health that lie concealed beneath the pleasurable human behaviors of over-eating, over-drinking, smoking, main-lining, casual sex, drag-stripping and snowmobiling. These specifically do not bring patients into doctors' offices until the threats of such behavior have been realized.

Public television should be developing, discussing and dealing with the public's awareness of problems in its health. The more dramatic problems of private death and destruction have for some time been well (if not over) treated by Ben Casey, Marcus Welby and the long series of doctors who festoon the daytime soap operas of commercial television.

Being a pediatrician, I am persuaded that the best opportunity we have for altering or shaping the self-destructive health behaviors that lead to automotive trauma, venereal disease, alcoholism and the like is to aim all relevant programming at the young. And it may be necessary to take advantage of known audience-capturers such as Mr. Rogers and Sesame Street. To be sure, the problems of venereal disease may not be easily treated by Mr. Rogers and his pre-schoolers, yet we live in a day when the unwed pregnant teenager is not unusual in any community, or in any pediatrician's practice. It might be wise, therefore, to develop programming aimed at adolescents. All programmers, by the way, should be aware that many in the audience may enjoy both Archie Bunker and Masterpiece Theatre, Firing Line and What's My Line, but they cannot do so simultaneously.

Since our version of democracy is based on the assumption of an informed electorate (some have said we get the kind of government we deserve.), I feel the unique contribution to be made by public television is the presentation of spirited dialogue on all matters of public controversy.

While dialogue concerning the formulation of public policy towards health may not have the sensational appeal of a Watergate, it is probably more important to more people in the long run. Some issues may best be treated at a network level, such as National Health Insurance. But, as important are the issues of quality control in medical care, consumer control of hospitals and the withdrawal of Federal support for medical research, training and education. I feel that the public and, too often, its elected representatives are inadequately informed on such issues. For instance, the U.S. Congress is this very moment considering legislation which, many feel, will absolutely foreclose any further research (and, therefore, new knowledge) involving children, their diseases and their treatments. I feel strongly that the debate should be going on not only in congressional caucus rooms, but also in homes, general stores, under hair dryers and on assembly lines -- certainly, at least, on public television. The public as well as professionals should be involved in the current discussions concerning regionalization (as opposed to duplication) of the more expensive forms of medical care, especially because some of this duplication can be attributed to municipal as well as professional rivalries. Society at large and not just medical school Deans and state legislators should discover how to put health care into urban and rural ghettos. Two bills now before the Pennsylvania General Assembly represent attempts to do just this, but I have not heard public discussion of them.

In short, I believe the time has come for the video reincarnation of a "Town Meeting of the Air." Among the items on its agenda should be listed the reasons and methods for regionalization of Pennsylvania's medical care, the needs of its medical schools and hospitals for public support and what the public should expect in return for such support. Thank you.

Mr. Morse:

Dave Leonard, is there any possibility of an alliance of either in the future, near future or long distance future with the College of Medicine here at the Hershey Medical Center?

Mr. Leonard:

Well, I don't know that I can speak directly to that point but in terms of the town meeting question I will speak to the fact that the network is during the next six months doing a series of one a month, which is obviously not enough to cover all of the issues which confront the Commonwealth but we are going into a statewide town meeting, if that is not contradiction of the fact but all seven of the stations in the state will be working on a simultaneous basis to examine some of the major issues which affect the total commonwealth of Pennsylvania. The first program at the end of this month will be on the energy crisis which surrounds us a great deal. The other five we haven't

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chosen topics for. This is -- the whole area of medical care, the delivery of medical care, etc. -- might be one that we can get in the hopper fast to consider and see if that is one that we can deal with now or at some point we can.

Dr. Hershey:

I just wanted to say this -- I think it is worthy of note that along with Dr. Nelson, quite a number of his colleagues join with him in doing a lot in terms of health education and becoming interested not only in the local community but throughout the Commonwealth and it would behoove us I think to pay very close attention to the tremendous resource that is here because of all the work they are already doing.

Mr. Morse:

Very good. More comments from more viewers:

Public television should present more current events and children's programming. Public television should have a lobbyist group like nearly every other organization in America to obtain more state and federal funding. Public television should help to bridge the many gaps between the peoples of the world.

These are some of the comments that viewers are telephoning in and wonderful they are!

Our next witness is Gilma Kreider, Field Representative for the Lancaster Human Relations Commission. Ms. Kreider how very good to have you with us.

Ms. Kreider:

Thank you very much. I would like to say some greetings in Spanish -- Muchos Gracias . . . Thank you very much to Channel 33 for the opportunity to express some of our problems that we have in the Spanish community.

In my work I deal mainly with minority groups, especially Spanish-speaking people, therefore, my statement will be geared to this group, although I feel public television programming can do a lot for all minority groups.

I feel there is a great need for more news and information programs to be televised in Spanish or in Spanish and English. I feel that perhaps the general public does not realize how difficult it is for someone who does not know the language to understand or to do some of the things which most of us take for granted. Of course it is the goal for everyone to learn the language of the country they live in and fit into society. However, in the Lancaster area there are always many people just arriving or older people who have not learned English and find it difficult to do so. These are the people who could benefit most by Spanish programs on public television.

For instance many stations have educational programs. Why not have a program which will teach basic English to Spanish speaking people? I realize there are many schools and other places offering English course, however since television is the most popular media I am sure many people could be reached, who otherwise would not or could not go somewhere to learn English.

Some other ideas for programs which I think could be beneficial are these:

1. News and Information

This could show news pertaining to everyday life such as the latest developments in the energy crisis, etc.

Explaining of local laws or changes in laws, where and how to pay certain bills, and receive medical and legal aid, information about housing and taxes and many other important things which are necessary to the modern way of life.

Information on community and recreational activities and programs.

2. Educational programs for adults and children

3. Religious programs would be helpful to some people who cannot go out.

4. Movies in Spanish.

5. Spanish Music programs.

In conclusion I would like to say that I think some Spanish Bi-lingual programming would be very beneficial to the community.

Mr. Morse:

We thank you so much Ms. Gilma Kreider, Field Representative, Lancaster Human Relations Commission. It was very eloquent testimony. Bob Larson, is there any thing of that nature in sight in the future?

Mr. Larson:

Well, yes, we have carried a series this past year and we know that there are series in the works that are planned to be in the area of basic English for Spanish speaking young people. But we have a long way to go in terms of the areas which you have mentioned as well.

Mr. Morse:

Very interesting areas they are and we thank you so much, Ms. Kreider. We will be joining ABC captioned news in just a moment. We have one more witness a very important witness, from Lancaster, Pennsylvania, Mr. Ernest R. Rojahn, Jr who helps to protect the City from the menace of fire. He has come tonight on a night off, I assume, to talk to us about what he thinks public television should be. Mr. Rojahn.

Mr. Rojahn:

The Pennsylvania Fire Service is pleased that you recognize us as a service to be heard during this testimony period. You have asked me to comment on what the public television can do for the fire service and for the general public in regard to fire. And I would like to tell you people this evening that AMERICA IS BURNING. I would like to document this with some statistics.

America Burning, that is the title given to a recent two year study of the U.S. Fire Problem by a select group of researchers known as the National Commission on Fire Prevention and Control. A commission established by an act of the U.S. Congress. After their two year study and the production of an all encompassing report they came to the same conclusion that every fire-fighter in the nation knows as a daily reality, America is Burning. It is burning its people and its property at an alarming rate. At the rate of 1 person every 45 minutes and \$365. per second.

During the years of the Vietnam War, 1961-72, America lost 45,925 servicemen but during the same years we lost 143,550 Americans in fires well over 3 times as many. Polio in all its terribleness claimed about 4,000 lives in its worst epidemic year of 1962 and the nation rallied to solve the problem. But fire claimed 12,000 lives that year and every year since. Fire also injures some 300,000 annually, some are hospitalized for several years, many never to assume normal lives again. Burns are said to be the most traumatic injury a body can suffer. Many deaths are the result of insufficient burn centers, where trained personnel can offer specialized burn treatment.

The annual cost of fire to the American Public is $11\frac{1}{2}$ billion dollars annually.

In the 4 minutes it takes me to present this report the U.S. will suffer \$87,000. in fire loss. Many fire deaths occur when people are sleeping and are not alerted to the existence of a fire. Many more are caused by acts of carelessness. No fire department in the world, no matter how big, how good or how close can put out a fire and rescue a person before it is alerted to the situation.

But the Fire Service can offer an alternate and we would hope public TV would help us in making this alternate known to the public. The irony of the situation is that since 1890 we have had an automatic sprinkler device available to be built in buildings and since that date 96% of all buildings involved in fire having sprinkler protection survived the fire and no loss of life has been recorded in these fires. More recently several heat and smoke detectors have been developed which provide early warning of fire. These devices are available at nominal costs and should be in every home. Since 70% of all building fires occur in residential buildings and 87% of all lives lost in building fires are lost in dwellings; It is most obvious from the statistics that the general public lacks the expertise in fire safety techniques.

You ask what public television can do for the Fire Service and the general public? Public TV can provide their talent and air time to educate the public in the art of protecting themselves from the ravages of fire. This can be accomplished directly by fire safety education programs and indirectly by introducing fire service subjects as English essay topics or the use of Fire Service statistics in math classes, etc. Training and educational programs for the firefighter are also needed.

The Fire Service in this area is pleased that this television station this year offered us time to present a program and we are pleased that another one is in the development stages and we would hope that this program would be funded. And I believe that public TV and fire service, arm in arm, can stop America from Burning.

Mr. Morse:

We thank Ernest Rojahn, Fire Service, for being with us this evening and talking about the needs of an important segment of our population. Any questions from the panel?

Mr. Larson:

Just a comment to point out that we are indeed, as a station, going to submit this idea as one of the topics for the Town Meeting, that Dave Leonard talked about a few moments ago -- Pennsylvania Burning.

Mr. Morse:

And Thank you very much, Mr. Rojahn. And all of the rest of -- more than thirty you who came to Hershey, Pennsylvania, tonight; who stood in this Blue Room with us and who testified on the needs -- their needs -- and the needs of the group which they represent in the way of programming from public television. It has been an important contribution.

We thank those of you who telephoned and gave us your thoughts also. We thank the members of the panel who came here tonight and who worked so assiduously, took so many notes and who will translate this testimony into programs on public television. We are so grateful to Mrs. Clyde E. Smith, a member of the Board of Directors of WITF-TV; Mr. Andrew M. Bradley, who is President of the WITF Board of Directors; Mr. Dave Leonard, who is General Manager of the Pennsylvania Public Television Network; Mr. Robert Larson, who is General Manager of the WITF television and radio stations; and Dr. John O. Hershey, a member of the WITF Board of Directors, also a member of the Pennsylvania Public Television Network's State Commission and Chairman of PPTN's Policy and Planning Committee. This has been the Public's Business. We thank you for participating in it. I am Otis Morse.

You have been watching a public hearing live from the Hershey Community Center on the future of public television in South Central Pennsylvania and throughout the Commonwealth. This special program has been produced by WITF-TV in co-operation with the Pennsylvania Public Television Network stations.

TRANSCRIPT OF PUBLIC HEARINGS
HELD AT
WQLN/CHANNEL 54
ERIE, PENNSYLVANIA
FEBRUARY 15 AND 16, 1974
IN COOPERATION WITH
THE PENNSYLVANIA PUBLIC TELEVISION NETWORK

List of Participants
Public Hearing
PPTNC/WQLN-TV, ERIE
February 15, 16, 1974

1. Robert Sherman, Assistant to the President, Allegheny College, Meadville.
2. Dr. James Young, Professor of History, Edinboro State College.
3. Ethel (Mrs. Benjamin) Zaeder.
4. Rabbi Louis Littman.
5. Charles (Bud) Bracken, Chairman of the Board and Chief Executive Officer, Marine Bank.
6. Ted Cox, Executive Director of the Tusuville Area Chamber of Commerce.
7. Mrs. Patty Jenkins, Executive Director, Crawford County Community Action Association (CCCAA).
8. Corinne Halperin, Executive Director, COVE (Council on Volunteers for Erie).
9. Monsignor Homer DeWalt, Superintendent of Erie Catholic Schools.
10. Don Saurer, as a citizen of the area (communications Director, Lord Corp.)
11. Jack McNab, Boston Shore President.
12. Rev. Rand Edwards, Co-pastor, First United Methodist Church.
13. Irv Kochel, Director, Behrend College.
14. Sally (Mrs. Douglas) Wright, Junior League President.
15. Mrs. Jessie Schilken, Director of the Erie County Library.
16. Ronald Wilga, Information Director, Millcreek School System.
17. William Lamberton, M.D., Former President of the Erie County Medical Society.
18. Joseph Borgia, Plant Steward, Local 506, United Electrical Workers, Erie.
19. Honorable Robert Bellomini, Member, Pennsylvania House of Representative

Transcript of Public Hearings

Held at Erie, Pa. February 15-16, 1974

Lloyd Kaiser: Welcome to the Ascertainment Hearings held by the Pennsylvania Public Television Commission here in Erie, Pennsylvania. I would like to begin by introducing the members of the Ascertainment panel this morning. To my right we have WQLN board member Maurice Kolpien. Next Robert Chitester, General Manager of WQLN; next is a Commissioner, Chairman of the Finance and Equipment Committee, Edward Junker. To my left is Mrs. Michael Brown who is also a member of the WQLN Board of Directors and David Leonard who is General Manager of the Pennsylvania Public Television Network. Our purpose in these ascertainment hearings are to determine what the people of Pennsylvania feel that the Pennsylvania Network should do in Pennsylvania in the seventies. We're five years old and the original Pennsylvania Governor's Committee recommended what we do for the first five years. We're now going to the people to determine what representatives of the people feel should be done in the seventies in Pennsylvania, on the network and at our local stations. And so with that we begin with our first witness Mr. Robert Sherman, who is Assistant to the President, Allegheny College in Meadville. Welcome.

Mr. Sherman: Good morning. I did not prepare any written testimony. I really didn't know why I was invited to be here. I am not a particularly avid television viewer. I must get that on the record. I really feel that the public television system should be nurtured and enhanced, and anything that we can do to help would be,

I think, important to the purpose of the entire proceedings. I don't know whether I should use only my own personal feelings here but I did talk to a number of people this week as to their viewing habits and did they watch Channel 54. I was frankly surprised at the listenership or viewership or whatever you call it that I found in the Meadville people with whom I talked: a number of the programs on Channel 54 that apparently are very well thought of and very religiously watched and looked at. I found at my own home my three year old grandson is a particular fan of "Sesame Street" and "Hodgepodge Lodge". I must admit I had never heard of "Hodgepodge Lodge" but it is apparently a big winner at our house. Things that I watch on Channel 54 are: I am particularly fond of the weather show. The coverage is extremely well done and I do watch that. I saw a very succulent sort of a show last night the "Jean Shepherd American Show". Somebody on the way in was mentioning lobster and if anybody saw that show last night that was a dandy: on the eating habits of the American people. We have watched, I think, the things that we would particularly look forward to are the Boston Pops programs, Masterpiece Theater. The only problem I find with that is in the series of that kind I miss some of the shows. I don't get the whole sequence. I remember watching as many of "The Last of the Mohicans" as I could and The Elizabeth the Queen or Queen Elizabeth (whatever the title was) and I am sure that I watched shows on Channel 54 that I don't, you know, really know that it's Channel 54. I twiddle the dial and hit on that and watch it. I have watched some of the intercollegiate wrestling shows that I believe are on Channel 54 mostly out of Lehigh as I recall. I do make a particular effort to watch the jazz shows. I enjoy classical jazz and I had particular

gone for those. I talked to one of our teachers at the college yesterday who made the statement that if it wasn't for Channel 54 he wouldn't own a television set. It's the only channel he ever turns on. He is particularly fond of a gardening show of some kind (or maybe there are two of them) but he thoroughly enjoyed that. Also an antiques show which comes on. My wife likes the Julia Child's Show and looks at that quite a bit. I can't give any profound statement as to what programing should be in the seventies. I am not particularly fond of the discussion panel kind of shows, perhaps because of the business I am in working at a college, we have a great deal of that that's part of the job. When I watch television I am primarily watching for entertainment rather than for.....although I obviously like the news shows. I would hope that the kind of programing that public television can do does not get into the commercial trap of, say, how they simply super-saturated coverage of professional football. Around the holiday season, around Christmas and New Year's, I thought that the professional football thing was just totally overdone. I am a football fan. I like football. I like professional football, but I don't like it 15 hours a day. I think that the kind of things that public television can do that however you would not have all the commercial value but educational, entertainment I would hope that The Masterpiece Theater kind of thing would keep on, classical music and I include jazz as in my feelings as classical. It's this kind of thing I think that is probably the role of public television. What we in Meadville.....there is some criticism, I know, from around Meadville that Channel 54 is very Erie oriented. I am not sure whether the channel carries the Erie School Board or Erie City Council. Both? This doesn't have a great

impact on Meadville community frankly. I thought perhaps Watergate was a little overdone last summer with such vast, I guess, and almost total coverage of all of the hearings. There were people I know that simply glued themselves to the television set and watched every minute of everything on the Watergate Hearings. That is not my kind of thing. I did not do that. I could probably ramble on here but are there any questions that anyone on the panel particularly wanted to ask? I am not sure I can answer them but I will take a crack at it.

Mr. Junker: I have one Bob. Realizing that I am not a professional as far as the TV or the radio side of it goes being in yet another business, but I am curious as to how you see the role of instructional TV at the college level.

Mr. Sherman: We had done a rather extensive survey of all kinds of things with students. Why they came. What they're doing there. The social program, extracurricular activities, athletics. And one question included how much television did they watch per week. I thought it would be a lot more than it came out on the survey. We had about a 94% response on that survey from a random sampling of about 400 students and the average student at Allegheny seems to watch somewhere between 2½ to 3 hours of television a week. Now we did not inquire as to what they watch. We assume that it was fairly widespread interests. Instructional TV.....We are doing quite a bit of it on the campus. We have a small television studio and are offering some courses through the speech and drama department. As far as assignment of by professor of students to watch something on television, let's say that would be perhaps on Channel 54, I don't

know how widespread that is or whether it is used at all. I think it could be. I am sure that last summer, say, if the Watergate thing was on that a number of the professors would probably have asked the students to listen to considerable amount of that. I frankly think that college professors are a little jealous of their prerogatives in their classroom and would probably prefer to perform themselves rather than farm out assignments as a general thing. How I'm sure that in particular special events that this probably could happen, but I frankly don't see it playing a major role in our kind of a college.

Mr. Leonard: We have at some of these hearings heard some people suggest that they would like to have college courses on television. These are of course people who aren't enrolled on a campus at a given time, but people at home or wherever they happen to spend their time. I wonder if you would have any observations on the value, as you might see it, of this kind of broadening of the campus offerings to anybody who has a TV set?

Mr. Sherman: Oh I would think that could be very valuable. I think probably colleges like Allegheny particularly have, not tended to ignore, but simply have not played much of a role in the field of adult education and I would think that could be a very valuable aspect of public television, or any television for that matter. This is being done in some areas and, yes, I think that would be an extremely good thing to.....what kind of response I wouldn't really know. I would think it would depend on the course itself and how attractively it was packaged and presented. The academicians of

admissions I don't think would like that term "package" but I think there would be something in that too.....how appealing it was presented.

Mr. Kaiser: Realizing that PPTN is the only interconnection in the state, the only way you can reach all the citizens in the commonwealth at once, is there anything you see that a network so structured should be doing to reach people in the Commonwealth in the area of even arts of the state's business in some form, that you think is particularly appropriate from where you sit.....If in the college you feel it would be important for everybody to be receiving, as we have state funds that can produce programs to reach all of them that we should be doing within the state that seems particularly important to you?

Mr. Sherman: I can't think of anything right off hand. I would think that perhaps more state government coverage of legislative affairs on an across the state basis might be interesting, might attract some attention. I don't whether Penn State as our number one state institution would.....maybe they are, I simply don't know but it would seem that they would be a natural for perhaps agricultural programs, cultural programs that would be broadcast on a statewide basis. I would personally like to see more coverage of Harrisburg; say perhaps knock off the Erie School Board meeting one time and legislative hearings of some kind from Harrisburg. I'm talking as a Meadville citizen. This is probably very interesting to folks from Erie.

Mrs. Brown: I have one question. We touched briefly on using television in conjunction with your classes. Now I know Meadville is a comparatively small city and you don't have a lot of plays, drama, or music or ballet. Can you use what is on public television in conjunction with your classes, like an Anderson Play or "War and Peace" or any of the great dramas that are on. If your classes are studying drama, can't they use this as part of their classroom study?

Mr. Sherman: Oh sure and very likely they do. No I think you are right. Meadville is not one of the world's great cultural centers and perhaps most of the cultural events that are in Meadville are at the college. The Harkiss Ballet was there last Sunday. This group drew quite a large crowd of townspeople as well as students and people from the college community. Art exhibits attract a number of townspeople. Lectures, some. Plays, concerts are generally fairly well attended but this about the only kind of cultural activity that is really active in Meadville, and yes, I think very much so that the college people, the townspeople would be quite interested in the cultural events that could be brought to the town by television rather than in person.

Mr. Kaiser: Thank you very much Mr. Sherman. Thank you for your contribution to our discussion.

Mr. Sherman: Thank you.

Mr. Kaiser: Our next guest this morning is Dr. James Young, Professor of Political Science at Edinboro State College. Dr. Young?

Dr. Young: I too I guess will begin with something of a disclaimer in that the comments I have are not entirely my own. I have solicited among my colleagues at Edinboro State College in the Social Science Division, particularly other opinions. Inevitably I also am conditioned by that of my wife and children and so on. So I tried to synthesize these, generally I think, with the possible exception of the children. I am concerned or I'm getting feedback from people who probably don't watch television more than perhaps fifteen hours per week, and that may be stretching it some. In each case the amount of public television they watch, the percentage of that twelve or fourteen hours was quite high in terms of public TV. My own interest, and that of most people with whom I spoke, inclines toward the informational and broadly educational aspects of your programing. The child oriented programing I think by general agreement has been fantastic success and there is chaos and misery at my house when dinner is served during the "Electric Company". It is a real hassle to get kids to the table. Further I have heard no ill comments concerning programs such as Moyer's "Journal" and Buckley's "Firing Line" and "Martin Agronsky Show" which by common agreement are of high quality. A historian told me he thought "The Advocates" justified PBS by itself. Most of the critical comments, positive and negative in nature, that I have conjured up myself and I've heard from others relate in one way or another to public access. I am aware that there is some activity going on now concerning opening up cable TV channels to public access which I personally favor. But it occurs to me too from a couple directions there could be some improvements in PBS's posture toward public access. One is: I keep hearing from the people I consult that they are not made aware enough

of the programing, that if you are not a subscriber to PBS then you have to rely on local newspapers which it seems are not overly zealous in their interest in covering PBS programing. Also, on the other hand in terms of input of the public on PBS, it occurs to me that some of this may reflect technical difficulties in dealing with program blocks and so on. Unlike my predecessor in this chair I was, despite the fact that I am not a member of the Erie community any longer, interested in the school board problems, and it occurred to me and it has to others that perhaps PBS could've plugged into that in a more significant way than simply showing the school board program itself.. That after some time had passed people had a chance to reflect in what had happened and perhaps why it had happened and so on they might have had some teachers and some board members and some concerned citizens in some kind of form to talk about the problems of the school board, and the issues that are really involved, and those that may or may not substantially be involved. That sort of thing. Also it was recommended to me, and I must confess my ignorance about the Canadian Broadcasting Corporation, but it was suggested to me that the CBC does very well despite the fact that it is a commercial outlet. It does very well in doing some of the kinds of things that PBS tries to do and perhaps more attention should be given to some of the formats they use, some of the approaches they use and so on. In terms of the open university which this gentlemen brought up, I claim very little expertise in the area but I am interested in what the English have done in terms of making education very very readily available, and I think obviously PBS could play the role in an integrated kind of package for an open university approach. In terms of local WQLN-FM radio there are a

number of programs that it seems to me that are important that probably would not be shown anywhere else and of course this is true often right down the line in many cases, but the "Public Affairs Commentary" and "The Edinboro Forum," both of which I have either been involved with or know people who have been involved with, and it seems to me the kind of things you just normally cannot get onto commercial programming. Other functions I think are carried out well in terms of good insubstance news coverage of as unbiased a way as you can get, or in terms of the panel shows, at least balancing off the biases and so on. That is really the end of my prepared remarks. I would be glad to entertain any questions that.....

Mr. Chitester: Jim, I have a question and of course I know you personally so I have an advantage in this sense, but in a way there is I guess a tipoff in the fact that you are a professor of political science at Edinboro and I am aware of your rather intense interest in politics and government. And do you have any feelings or thoughts about public television's role in that specific area. Now you mentioned public access. What about the role relative to political candidates and conveying information to the general public about their positions and matters of that type?

Dr. Young: I think it is important and the candidates, night, day, whatever it is that you have had in the past, I think is good. Perhaps again because of time allocations it's too much time for the viewer but on the whole I think it's good. It's the major candidates, it seems to me, if they seek to use this facility to promote their ideas and their platforms, ought to submit themselves as I know

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some have refused to do in the past to questions out of the dark. I know they have interests to protect and there are questions they maybe don't want to hear but I think the public after all has a right to know whether they are in fact simply ignorant of the question which isn't a damning fact in itself. We all have to say "I don't know" sometimes. Politicians perhaps like to say it less than anybody else except people like myself, teachers. But there are just times you have to say it because you don't know, and it seems to me that prepared questions are probably unfair in terms of the public's right to know, in this case.

Mr. Chitester: Do you see any difficulty with the fact that a substantial amount of federal funds and state funds and local funds are used to support those public TV stations? Do you see any dangers or any difficulty with that situation?

Dr. Young: Well I see lots of danger and difficulty. Certainly difficulties; as we experienced a year or so ago with the federal government's insistence, on surface, that public television be neutral. I think what they were asking was that it be politically sterile and there is quite a difference. I think it is partly the public's function. They have to be partly policed on the government's attitude toward public television and obviously if you become too dependent upon direct governmental funds then of course you are in danger of becoming under governmental control or at least heavy pressure as has occurred already. I am not sure there is any way out of it. Obviously the funding is needed. Unless you can free it up somehow, I think you have to go along with them and

simply try your best to make sure that your friends play something of a policing role in the government and what it tries to do with public television.

Mr. Leonard: Dr. Young, I would like to ask a question on I guess you would call it political coverage. There are at least two or three different ways which all kinds of media attempt to do this and public television having tried some of these things too. It seems to me that one of the ways is to in effect cover some political or public event that is going on, the Watergate Hearings for example and the school board meetings in Erie, in which you cover them. You don't really try to point out to the audience what's going on. You don't have anyone trying to analyze it. You say "okay here it is folks, this is what the people who are involved are saying, you make up your mind." There is another school of thought and approach which says that really what people need is some expert analysis. I hesitate to use the word opinion but analysis often ends up being opinion and probably necessarily so. And that this is really what is needed is that someone needs to really take a critical look at what some of the people in the center stage are saying and provide, fill in the gaps that aren't filled in already, and then there are combinations of these where we have the post-analysis of the pre-ticket straight. I don't know whether there is an answer to the question which is: is there in your opinion an approach which is possible, number one; that is it provide a reasonably fair and balanced sort of approach which it's by law required to do, but on the other hand provide a real service? It is a naughty problem and since you're political science I thought that is probably a good place to

try to pose it and see if you have some views on that?

Dr. Young: Yes I think a mixture is probably needed and it depends. It's largely a judgemental matter. I think Watergate for instance, to cite a rather famous example. I think the people viewing could have gotten a good deal out of Watergate without any kind of commentary at all. It's just pretty obvious in the most blatant cases and even fairly obvious is less than blatant cases, but whose story was gybing with whose and so on. And I do believe that people probably learn best what they experience than watching Watergate is experiencing Watergate. On the other hand, particularly if something is drawn out for a long time in which people are likely to forget what was said three hours ago or nine days ago, it helps to have that kind of review if it's simply summing up of the position as assumed by so and so as opposed to so and so and on down the line. I don't like to see too much expertise brought to bear, because as you say expertise often reflects opinion in the end and, although there is nothing wrong with opinion, I am not sure that's what is entirely in order. So I would ask generally, I would expect the mixture of the two be effected, with the decisive weight on the experience that the people undergo as opposed to the analysis.

Mr. Leonard: I would like to follow up on that if I might just for a moment not to change the direction just slightly. One gentleman in the Pennsylvania Legislature has suggested that to us that balance is not a balance between Republican and Democrat necessarily; the balance is probably more between the conservative point of view and the liberal point of view or on some other basis, that it's not a

straight party kind of thing. I wonder. I don't know if I have explained this thrust enough but if you have a comment on that kind of a notion, that the party labels do not necessarily define opposing positions I guess would be one way to put it, and that if you are talking about balance of opinion on issues that really you are talking about trying to ascertain and determine what is a conservative less conservative or liberal view on the issue. Are these labels useful in this context?

Dr. Young: I am not sure if they are, and I don't mean to be esoteric, but I nor that they never have been or won't be useful again. I think there is a transition going on in American society in which the old right and the new left, so to speak, seem to have a lot more common ground than perhaps the old left and the new left, or the old right and the new right; so that conservative and liberal and radical are jumbled at the moment, much more than they have been in the past I think, or at least in the recent past. On the whole I think is tends toward attitudes concerning power: where power lies and where it should lie and so on; but to speak more to the point perhaps, in terms of ideology I guess maybe that is where we ought to be. Yes I think an ideological position, if there is in fact an ideological position on the series of problems or any particular problem, then of course that is where the balance is achieved or is not achieved, and that to use national figures, obviously you are going to find a good deal difference between many of these issues, between what a Senator Kennedy will take or Senator Byrd from West Virginia, who is his party colleague, will take, or Schweiker or Scott, perhaps more often. So that perhaps one needn't be so concerned about whether he

has got five democrats or five republicans and one socialist worker and one American independent on the program, but really what kind of balance of views are put forward.

Mr. Kaiser: Well, thank you Dr. Young. I think the area of public affairs is so complex and challenging that we need help with political scientists. We are very pleased you came today.

Dr. Young: Thank you.

Mr. Kaiser: Thank you very much. Mrs. Benjamin Zaeder is our next guest.

Mrs. Zaeder: I would like to speak from the point of view of an elderly person who is selective in her TV watching and yet I have all the time in the world to watch all day if I chose to, and so I thought it might be of interest to you to know why I select what I do and at the times that I do. I think we have to recognize the fact that all elderly people are not dependent on TV to fill the voids in their lives. Many remain active participating members in the community. For these, myself in particular, TV then becomes an extension of my life and not an escape, and so for this reason I turn to those programs that can best satisfy this purpose, that is of being an extension of my life, and for the most part I have found this in public television. Such satisfaction comes of course from such programs as Arthur Feidler and The Boston Pops and other programs that are of a purely cultural nature. Their value is obvious but what I wish to speak about particularly is an aspect of public

television that may not be obvious to the programmer, and yet I think it is one of the most important contributions that public television makes, and that is what happens to me, the viewer, after I push in the off button. To my delight and satisfaction I find that in many of the social groups and gatherings in which I am involved many of the programs on WQLN have become a shared experience. Everyone wants to talk about these programs, and the ideas become the focal point for lively discussion. For instance, after seeing some controversial drama they become the subject of a debate. After looking at a program like "The Advocates" for instance; even argument if the ideas stem from viewing Mr. Buckley and some of his guests. The same thing holds true: the discussion, the debate, the argument, after watching some of the local programs: the school board meetings and so forth where the concerns and the issues of the community are brought to us in a very real way. So I think that we first made this discovery about this common viewing after we had watched "The Forsythe Saga." We all had to talk about it, and from there it went on to the other programs in "Masterpiece Theater," to the America Series, to the dramas; in other words once we got in the habit of watching Channel 54 we stayed in the groove. Well that's sort of a mixed metaphor but we found new and stimulating and unbiased viewing, free of the interruptions and the pressures of commercial television with its advertisings and its pitches. And I want to mention too a program on public television that seems to me to be head and shoulders above commercial offerings, and that is the interview program where I feel it is a real privilege to meet well known personages who are interviewed by people like Agronsky and Day. These interviews it seems to me are conducted with respect and dignity and

finally you get to see the interviewee as a person of real flesh and blood, and you feel as though you have a real acquaintance with this person. So I would say for me, the elderly person, public broadcasting is a growing experience; it's not dead end entertainment and as such makes a great contribution to the older citizen who finds in its programs that TV watching can be vital, and it can be controversial, it can be energizing and educational and fun. So I am appreciative as are many of my friends who share this same opinion with me. Thank you.

Mr. Kaiser: Thank you very much. Questions?

Mr. Chitester: I have a question I will insert and hope I am not accused of something. Mrs. Zaeder, we in Erie have just put on the air, it's been on the air for a year as you know, an FM station. Now the hearings are basically aimed at television because it is the Pennsylvania Public Television Network, but there has been a good deal of discussion at the network level about the role of radio and our service to the state and the community. I wonder if you had any observations there, and I wonder if you felt if there would be any validity to us at some point involving radio at the network level within the state of Pennsylvania, same way we have television.

Mrs. Zaeder: Well I certainly think so because I have become a very devoted fan of WQLN-FM, and again I have had this same experience of finding that many of the people with whom I associate suddenly have found radio. The radio was just kind of dead they never turn it on. But with the coming of this new station people are listening,

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they are becoming involved, not only with music but with all kinds of discussions that have taken place and I think they have been very very happy with it as it has been presented.

Mr. Junker: Mrs. Zaeder excuse me I would like to ask you a question. You know you really should not take the position of representing elderly people.

Mr. Chitester: I agree with that.

Mr. Junker: I suggested that one time to my mother and I asked her a question about being retired and how did she like it, and she resented it very much that I referred to her as someone elderly. You shouldn't either. But really the point of my question, and I think I enjoyed your comment very much about the fact that this is not a deadend entertainment that it is something you can continue to improve upon and to that point I would be interested in what do you see us doing in the future to improve upon our services: on-air services on television, on-air services on radio, and some off-air services?

Mrs. Zaeder: Well the only thing that I could think of is that taking the point that I am saying that this is a very continuing experience for us if people then could be involved in more groups perhaps on television, especially people who think of themselves as not entertainers and so forth. I think that this might be a real value. I really don't know. I am not familiar enough with this sort of thing to say.

Mr. Junker: Would you look at something.....would you like to see more local programing or would you like to see more programing from a state wide level or from a national level?

Mrs. Zaeder: I think statewide would be good because I think this is one of the areas where we are all very weak up here especially in Northwestern Pennsylvania. I often think of myself as being a Pennsylvanian but you know am I really? I think we need to know more about what is going on in the state and I think it would be very helpful to us here in Erie to know this.

Mr. Junker: Are you referring just to the Harrisburg level or across the breadth of the commonwealth?

Mrs. Zaeder: No I mean the whole thing. I feel we are tucked away in this corner and it is nice, but also I feel very isolated at times as a Pennsylvanian.

Mr. Kaiser: As a follow-up to that question I am sure you have traveled about the commonwealth and you are talking about the interesting people you meet on public television, the cultural experiences, the public affairs. Do any of the resources of the commonwealth come to mind that you would like to meet via public television in terms of people, or in terms of experiences in Pennsylvania, or cultural groups or orchestras or whatever?

Mrs. Zaeder: Yes again I think that this would be a really very fine thing because we know very little for instance about what's

going on in Philadelphia. We are much more involved with things that are close to us but Philadelphia seems like foreign territory to us and I would like to know what the Eastern Pennsylvanians are doing. I think this would be very good. And I just am not sure how much local programing I would like to see. I think we do a very good job here in presenting it.

Mr. Kaiser: You mentioned, and I am impressed with your comment that you don't consider television programing dead end. It's what happens after the program.

Mrs. Zaeder: That's what is important.

Mr. Kaiser: I feel very strongly about that too. Have you ever sent in for Julia Child's recipes or purchased any of the books or materials or whatever that would help you in the after-program activity?

Mrs. Zaeder: Well no, because I'm not thinking of it from that point of view. Now I like to talk so therefore when I get in with a group of my peers as I say why I like to discuss what they are talking about which it very often something concerned with public television programs. And I don't necessarily look at Julia Childs, although I think you know she is fine but that isn't the sort of programing I was thinking of. I was thinking of things like "Double Solitaire" for instance which I found fascinating and people like to talk about things like that and discuss it. So I would take it on my own personal level and do the extending from

there.

Mr. Kaiser: Well thank you very much. You have been a remarkable witness and a whole new dimension to this discussion.

Mrs. Zaeder: Thank you.

Mr. Kaiser: Thank you very much. We will break at this point and resume shortly.

Mr. Kaiser: Our next guest to talk about public television and what we should be doing at the Pennsylvania Public Television Commission is Rabbi Lewis Littman. Welcome.

Rabbi Littman: Thank you. Before saying anything else I almost feel, looking at the FM Studios behind you, that I have to lodge a protest that we're talking only about television, because at least here in Erie a complete public system has been created, and I hope that there will be an opportunity to consider that end of broadcasting as well. I welcome this opportunity to express some thoughts about public television because, to put it in a simple sentence, I think that the continuation of a strong and independent public television system is absolutely vital to the national and the community interest. And I believe that to be true because of a virtual catalog of possibilities that public television presents to us in three areas: educational, in the area of cultural freedom from commercial obstruction, and in the potential area of original creativity and investigative freedom. Television is certainly central to all of

us and certainly central to modern life for all ages, especially our children. The fact that education can be conducted on public television without commercial interruption, without commercial pitches, and therefore without commercial exploitation, it seems to me is very important. Now I happen to be the parent of two television watchers who are $5\frac{1}{2}$ and $3\frac{1}{2}$ years old. I suspect that I could quote you most of the jingles from Mr. Rogers and "Sesame Street" and "The Electric Company," and the result in my own children has been very clear to see and the fact that they don't come after watching one of those shows and ask us to buy them something which we know to be unsafe or improper is a very joyous thing indeed. It seems to me that there is an equal potential for adult education. I don't believe that's as yet been fulfilled, and I think that is an area where some work needs to be done. In regard to the subject of cultural freedom let me explain what I mean. It's no secret that commercial broadcasting is by definition concerned with numbers to justify both its programing and perhaps more important to justify the charges that it makes for the time which is the only commodity that it has to sell. Having at one time been involved in that particular profession, I have had some experience with that. But that means that programing of intrinsic value is very frequently, perhaps most frequently, disregarded for lack of a broad appeal. Public television, theoretically at least, can be free of that numbers game, and therefore can select programing on merit rather than on pull, whether we are talking about drama or music or items of a more general appeal altogether. I think there is a caution that needs to be made at the same time, and that is that public television and those who engage in it not find themselves talking about selecting

programing which is good for the people, quotation marks around "good for the people." That is a form of censorship of its own and I think needs to be avoided. Rather what public television ought to be looking at, and in most cases has been looking at, is what the people ought to have a chance to see, what some of the people ought to have a chance to see and that some of the people varies. It is not the same group all of the time, and that's what makes public television a medium of such great potential. And finally there is an area of creativity and freedom which I think is a natural result of the freedom from commercial obstruction. I am given to understand, and I would be delighted to learn that I was wrong, that nationally public television is under intense political pressure: that a good deal of political activity has become involved in the selection of what programs are to be funded and which are not, and that the emphasis is to be changed in public television, at least in national funding from programs of immediate interest and contempory relevant value to programs of general interest which can be reused or resold or whatever. That to me is a horrendous default from the community trust, and I hope and pray that will not be allowed to happen and not be allowed to continue. I feel very strongly about that because I think that commercial broadcasting is frequently as limited repetorily by the numbers game as it is in terms of programs, and that leaves public television nationally and in our communities really as the sole potentially truly independent source for the kinds of coverage we need to make democracy function. I think of our own coverage here of the Watergate Hearings in their entirety as an example of the kind of noncreative buy very important thing that public television can do for us. Locally that

trust has been fulfilled to some degree by the coverage of city council meetings and the coverage of school board hearings. But I think that more is required and perhaps what I am saying is that it is essential that funds or grants or some source of financial support be made available so that our own local station can become involved in greater depth, both in the local political scene which is so important to us to be aware of, and in creating its own programming and in developing its own creativity. It's my opinion that the absence of that kind of programming and that kind of focus has been really the one glaring failure so far of public television. I should comment finally on the value of a broadcast facility that enables the people from the community as well as the professional to get their hands on precious equipment, to be on the air, to be a part of things. That direction I think needs to be continued and expanded because it goes on out here. Let me conclude simply by congratulating the lay and professional leadership of WQLN for their efforts so far. I know most of them well enough to be very confident that these efforts will result in continued progress in the future.

Mr. Kaiser: Thank you very much. First question?

Mrs. Brown: Yes, Rabbi you mentioned that adult education could be expanded. Do you have specifics in mind with that.

Rabbi Littman: Sure I think that there are things academically that could be done. Ways in which the station could be used to provide academic instruction for segments of the community, to a greater degree than has been done in most cases so far. I think that there

is a political education process which could take place through the station.

Mrs. Brown: On a local, statewide?

Rabbi Littman: On a local and statewide level. I don't think it is enough to simply cover a council meeting or to simply to cover a school board meeting. Those especially around here get boring and frustrating. There is analysis that can be done and more than an interview every so often with a controversial figure. I think debates could be engendered in the area of politics. I think we are not very often as aware as we need to be of what's happening on a state level that can affect us on some very real issues. I think for example of the question of abortion or the question of the human relations commission. It is a local issue. It's also a state issue and they are not totally unrelated. I think that something very significant might be done to put in a personal plug in the area of religious programing, not the kind of stuff that normally passes for religious programing, a few people sitting around trying not to insult each other from different fates. But perhaps an in-depth look at what's happening: artistically, musically, liturgically in religious activity in our own community today. Three specific areas surely.

Mrs. Brown: Thank you.

Mr. Kaiser: Could you elaborate a bit on your last comment? I worked for a time with representatives of various faiths and they

also said that we should be doing programs that emanate out of the concerns of the church and I would like to know what you specifically mean by that. They were talking about juvenile delinquency and other concerns of the community in which.....

Rabbi Littman: Okay. Let me give you a couple of specific examples of things that are adaptable to broadcasting because more discussion programs I am not sure that we need. But, religious institutions are going through a period now of transition even in relatively conservative communities, between the time when those institutions were in fact sanctuaries, a place where you went to escape from concerns of the community to a time of very deep concern. Juvenile delinquency is one example. There are others. But there are certainly involvement and there are certainly a great deal of tension produced between laymen and clergy, between clergy and clergy, between laymen and laymen on the extent to which the religious institution, be it a church or synagogue ought to be involved in the community and the extent to which the clergymen ought to be involved. I would that a magnificent program could be done around Father John Pout for example who gave up his parish work to become a lawyer because he feels that he is not going to leave the priesthood but he feels he has to have the background of law to deal with the problems that exist and the barriers that he faces. There are things happening within religious institutions liturgically that are extremely controversial and that create tremendously difficult feelings, and yet they are obviously an attempt to meet certain express needs on the part of the people who are members of churches and synagogues. I can recall working in Denver with an educational television station that put on

a series that dealt with the role of art and music and dance in the modern religious institution. It lasted for nine or ten weeks I believe, and it dealt with a great many different things. There were tremendous visual impacts that could be made by that kind of program. So in both areas, in the area of the transition and the tension between the religious institution and the community, and in the area internally of the tensions that exist within the institutions,

I think there is a great service to be rendered by public television which no commercial station has the time or effort or the inclination frankly to deal with.

Mr. Kaiser: Well thank you very much Rabbi.

Rabbi Littman: Thank you.

Mr. Kaiser: You've given us another dimension, that's particularly in the area of cultural freedom that our records will show. We now call our next guest to appear before the group and that's Charles Bracken. Mr. Bracken is Chairman of the Board of Marine Bank. Welcome Mr. Bracken.

Mr. Junker: Maybe by way of an introduction I think that you know the three gentlemen on this side of the table and the lovely lady on my left. The other two gentlemen you haven't met: on the extreme left is Mr. Leonard. Dave Leonard is the General Manager of PPTN in Hershey.

Mr. Bracken: Dave it's nice to know you.

Mr. Junker: And our chairman today is Lloyd Kaiser who wears a number of hats. He is the General Manager of WQED and he is also chairman of the Network Operations Committee for PPTN and acting today as the chairman.

Mr. Bracken: Fine. Welcome to Erie.

Mr. Kaiser: Well thank you. Good to be here.

Mr. Bracken: Brought the sun out for you.

Mr. Kaiser: Yes. I'm not sure we have a better setting than this wherever we go. Well this is great. It is beautiful out here.

Mr. Bracken: Well it is nice to be with you. I will make a few remarks and I'll be glad to answer any questions you may have. I really appreciate the opportunity of being with you this morning to comment on some of the activities that we hope the future of public television will see in the commonwealth and also in North-western Pennsylvania, which we are of course much interested in and we have had such wonderful reactions from WQLN here. Our personal support as well as the much more extensive support of our bank for WQLN's activities is positive evidence that we believe that public television has an expanding role in our community. While our local commercial television stations have provided us with an insight into the functions of our city council and our school board along with many other governmental, civic and community activities, we think there should be much wider utilization of public television to bring

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us more of this type of information. We have been entertained, educated, questioned, challenged and, in a few instances, even offended by the wide variety of programing on public television. Rarely have we been bored. This very ability to provide a provocative and varied fare is why we believe public television should be expanded. No other communications force in our lifetime has had the impact of television, and no other communications force provides the intimacy, the drama and the ability to capture, hold, and influence our children, our contemporaries, and ourselves. Those of us who have found public television a viable alternate to the continuous flow of "slice of life" dramas, westerns, police stories and the other fad programing of commercial stations believe that public television must not only continue to perform as it has in the past but must be funded and supported to expand its activities in the future. Commercial television stations are faced with the daily challenge of providing programing that will interest the widest audience possible at any particular time of the day. Public television does does not have this restriction. It can provide an objective in-depth look at some of our most pressing social problems, ranging through health, land use air quality, water quality, population changes and other critical subjects. Public television can concern itself with filling an expanding need to provide objective information that the average citizen may not otherwise have an opportunity to find. In conclusion we believe that the federal government, the state and local government agencies must provide the funds necessary for the majority of the costs of expanding the public television network. Continued local support by industries, businesses and individuals can provide additional funds for specific

programing and additional talent for particular needs. All of us can take an interest in keeping the dedicated people who devote their careers to public television aware of our appreciation of this important part of our society. I have copies of this statement if anybody would like them. This is a feeling that we have very strongly in our bank and in the community that I have had an opportunity to participate in.

Mr. Kaiser: We thank you for that statement. Questions?

Mr. Leonard: I would ask Mr. Bracken in terms of things which particularly the state network might be able to provide where we may not be providing as much in terms of programing to the Erie area as we might from other areas of the state. I guess part of the question is: do you think there is a real need here and, if so, for what kinds of additional information, cultural resources, you name it, which are available around the state.....do you think the public television network might put emphasis on trying to get on the network and through that means.....

Mr. Bracken: Yes I think one of the things that locally have been very very valuable as far as I am concerned. Locally we have, I think, found the opportunities of watching the city council and the school board in action has been probably one of the finest programs that have been provided. I wonder if maybe this could be expanded and we could have an opportunity if possible to participate a little more in state politics in Harrisburg. Possible even in other areas of the state where there are some subjects of interest to us locally

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because we certainly are all very interested in what's happening in the state of Pennsylvania. This also could be expanded to include Washington governmental operations. There's things I think that we are all very concerned about and interested in. Another thing I feel might have a tremendous amount of interest to the local community and I'm sure would be of tremendous value, and that is some type of an economic program, some way that we could hopefully help to inform the public a little bit more of the way that our economy operates. The awareness that people have of the free enterprise system as it were, and I think that there are many people who are a little blinded by the profit motives, and I think I have seen recently many references to this through the energy crisis and supposedly the large profits that are being reported by our oil companies which I'm sure are not truly being depicted to the public, and as a result, I'm sure, has caused some imbalances in our production and that supply and the distribution of energy of various kinds, particularly gasoline. I think possibly if we could have some type of a series that would help to inform the public of some of the problems that some of our industries are facing, and the economy is changing so rapidly today that I'm sure all of us would have a hard time keeping up even though we are in the business of trying to keep up, as we are in the banking industry. There are many people who don't have this opportunity and possibly this would be of some value. The cultural events.....

Mr. Kaiser: While you are on the last one I've heard that identified as a need before by a number of people and we are not meeting that very well. Would you identify the audience for that as the general

audience, or do you identify the area as the business community, or do we have a need in each?

Mr. Bracken: I would say the general audience particularly, and I think it is a different need in each actually. And particularly the people who are in business today I think have problems that they are facing that may be of some interest to other people to know about and they might have the opportunity of presenting this if they were exposed to the opportunities where they could bring their problems in front of the public. One of the big problems I think we is to inform the working person as to why they have an opportunity to work in a particular company and the amount of investment that has been provided by other people to give them a job, and the type of a return that these people have to get on their dollars of investment in order to provide a place for them to work. I think there are places this could be used in some way to alleviate possibly some of our labor unrest and unionism and so on. So I think that there would be a distinct advantage if that could be done in such a way that it's objective and is not trying to push one side or the other. I think it has to be something that everybody has an opportunity to participate in, and possibly even the labor unions could participate in this type of a dialogue: that they would have an opportunity to say their side of the story which would help I think and maybe in the industries to find out what their thoughts might be.

Mr. Kaiser: I didn't mean to derail your thoughts on cultural programming.

Mr. Bracken: Well what I was going to say on cultural programs:

I think that there are many opportunities that we could all participate in cultural programs that now are not available to us. Locally for instance we do have a fine Philharmonic; we have a ballet; we have playhouse productions. And if there was possibility that this could be provided to the people who are unable to attend these in person. I'm sure that there is a lot of people who would get a lot of enjoyment out of these sorts of things, and I'm sure that there are others around the state and the country that could be provided. And if there was a series of cultural events that could be provided on a regular basis I'm sure this would be very well received by the public.

Mr. Kaiser: Well thank you very much for that most literate, articulate statement. That helps our discussions a great deal.

Mr. Bracken: You are entirely welcome. I'll just leave them here if you'd like them, fine, if not..... It was very nice to be with you. I appreciate the opportunity.

Mr. Kaiser: Thank you.

Mr. Bracken: Nice to see you gentlemen.

Mr. Kaiser: Our next guest is Mr. Ted Cox who is the Executive Director of the Titusville Area Chamber of Commerce. Mr. Cox, welcome.

Mr. Cox: Thank you. It is very nice to be here.

Mr Kaiser: I am interested in hearing your comments on public broadcasting.

Mr. Cox: First of all I would..... I notice in my prepared remarks after listening to the other people who are testifying here that perhaps I am not as complimentary as some of the people. However I think if I didn't have a positive view toward Channel 54 particularly I wouldn't be here. So it goes without saying that I am much in favor of Channel 54's work. I would like to read the statement I put together which I thought somebody else was going to present this morning but here I am. I believe the biggest problem facing public television is that of communication. Strange. Yes it seems to be a strange situation when we say the biggest problems facing a communications facility is communications itself. Nevertheless in my personal estimation it seems that Channel 54 should have a larger share of the viewer audience, a larger percentage of the time. Many of the programs on Channel 54 are so much more worthwhile. The input to the viewer's head, so to speak, is so much more worthy. How do we get ourselves into a state where one who specializes in smutty jokes portrays himself as a lush, sings with a third class voice while surrounding himself with scantily clad beautiful girls still gets the highest ratings in commercial television while repeating most of last year's script. I have nothing against smutty jokes or against scantily clad girls, but the real question is: how come this type of thing is attracting a major portion of the adult prime time audience? Is the wrestling from Penn State more realistic and

genuinely relative to the sport of wrestling than the so-called studio wrestling? Sure it is. I wonder which has the largest audience. In recent years, no, in recent months, the quality of production and the use of more sophisticated equipment by Channel 54 has been upped considerably. Now as I see it public television, with a loss of some of its financial support in the offing, is faced with the problems of communications, on getting across to the public, not the select public the general public, the story of the quality and worthwhile value of Channel 54 programs in general. Relative to the Channel 54 Auction: it is a great idea and is certainly well organized. At this point I question the value of so many so-called celebrity auctioneers. I guess I would put more premium value on fewer, more genuine celebrities acting as auctioneers and these guests really acting as auctioneers. Too, there seems to be a quote "hurry up and get through" unquote atmosphere surrounding the auction in the last couple years. I am afraid there is little new in this dissertation that expresses my views and you have them. One other area which I have tried to cover to a degree and realizing that I speak from the perimeter of Channel 54's reach, was to get an idea or some comment relative to the children's programing. And a couple of the young parents are very complimentary on programs such as Mr. Rogers and "The Electric Company" and so forth. They feel they are much improved and they are very effective, particularly to the age group of four to ten years. There seems to be a feeling in parents that perhaps there is a gap existing in Channel 54 programing where we are trying possibly to reach the ten to fifteen year old group. I believe that is all I have to say.

Mr. Kaiser: Well thank you very much. Questions from the panel?

Mr. Junker: I have one Ted. How would rate the support of the Titusville Community? I think maybe for a couple of colleagues who are not familiar with Titusville, they do have the cable down there, and I think you reach a very high percentage of the homes on the market. And we are carried on the cable, is that correct?

Mr. Cox: Yes I think there are somewhere in the area of three thousand cable hookups in Titusville with a community of approximately 2500 homes, and of course the outlying sections of the community are not covered by the cable more than likely, so I would say you're right, we do have a real high percentage of coverage as far as Channel 54 availability is concerned to the viewer.

Mr. Junker: Really Ted my question was coming back to your comment relative to how effective we tell the story about Channel 54 and the Pennsylvania Public Television Network and on and on. My question was designed to find out from you: are we getting the type of support from Titusville that you think we should get, and if we're not, why aren't we?

Mr. Cox: Ted, I think we have a good percentage of coverage in Titusville but I would like to go back to part of my statement here where I think to try and reach more of the general public, and I don't know whether it takes some particular type of hoopla or what. I will leave that up to the professionals. But it seems to me that

we have to devise some means to reach more of the general public with Channel 54's programing. I think you have a select number of people who will examine Channel 54's weekly programing to see where they would like to tune into Channel 54, but I think there is a vast number of people who pay no attention simply because they are not aware.

Mr. Chitester: Ted obviously part of that could be simply we need to do a better job promoting the programs we now have, but I would kind of like to reflect another aspect of Ted's question: which is in the case of Titusville, for example, would one of the ways to attract that broader audience be for us to become more involved in the Titusville community in some way? We are involved, I know, every year you participate in the auction, but to our discredit at this point that's probably the only time of the year we see any great number of people from Titusville in any way. And would that not be one of the areas we ought to concentrate on. Doing some things that relate to Titusville involving people in Titusville and some programing that we might do.

Mr. Cox: Well, Bob, I'll tell you that we would be very happy to work with you along that line, and that's very possible this would be a means of getting a larger percentage of the viewers from Titusville.

Mrs. Brown: Do you think Mr. Cox that if we do have a better communications and publicize or attract more people, or tell more people about our programing, that they really will leave the network programing

that you referred to for our kind of show, or do you think we will have to lower our standards to the commercial standards to get this large audience? Do you think that we should really go out for them or satisfy the audience we do have on the level we are now?

Mr. Cox: I can well understand that you have a problem in lowering your standards and you certainly don't have that desire. I would regret to see you do so. I think it is a matter of upping the standards of the viewer which may be difficult to do.

Mrs. Brown: A good idea.

Mr. Kaiser: Well you have been most helpful in your comments and I greatly appreciate what you have had to say to us. Thank you so much.

Mr. Cox: Thank you very much.

Mr. Kaiser: Our next guest is Mrs. Patty Jenkins who is Executive Director of the Crawford County Community Action Association. Welcome Mrs. Jenkins. We're happy to have you here to give us your views of public broadcasting and what we should be doing, locally and particularly statewide.

Mrs. Jenkins: Thank you. Good morning. I come to you with suggestions for WQLN. I think you have very good programs, particularly the auction program I participated in and enjoyed every minute of it. However, with the type of work we're in, helping the elderly, the

disadvantaged and low income, I would like to see some type of consumer education done on WQLN, also consumer protection programs. We would really like to see and we feel that more services that are available for these types of people be advertised through WQLN. Also job openings in the areas, community meetings, meetings that are organized, for instance: tenants organizations, welfare rights organizations. It would be nice to see sometime maybe agency representatives with clients giving the clients a chance to view their opinions and to talk with agency people. And this is about all I have.

Mr. Kaiser: Well good. Do the people you work with watch the station regularly?

Mrs. Jenkins: Yes they do.

Mr. Kaiser: How do you feel they can best be reached with what kind of formats? Having meetings held in the studios that they watch or a direct "how to" consumer approach? "Look out for this."

Mrs. Jenkins: Yes, this type of approach with consumer education or taping community meetings wherever they may hold them.

Mr. Chitester: Patty, do you share the concern that others have expressed this morning: that Channel 54 tends to be rather Erie-oriented in its activities at this point in time?

Mrs. Jenkins: I can't exactly say that they are because I have been

invited up here a number of times to have Meadville's input into your programing.

Mr. Chitester: How about the question of statewide programing? You are involved in community action work. I'm sure that you have to then be concerned about and deal with questions relative to state legislation etcetera. Do you feel that WOLN as the local outlet for the Pennsylvania Public Television Network could join with the network in doing a better job of helping you; perhaps be informed about what's going on in state government.

Mrs. Jenkins: Very much so. This type of information broken down and explained so that people can understand could be most helpful.

Mr. Chitester: How about coverage of state legislative activities in session? What would be your reaction to that?

Mrs. Jenkins: I think it would be most helpful because very few people do understand how our legislators operate and so forth. I think it would be educational.

Mr. Junker: Do we reach, Mrs. Jenkins, the market that you were talking about in terms of the consumer education and protection? I am going back to a question that Lloyd Kaiser asked earlier, I realize. I believe you pick up Channel 54 in Meadville on the Meadville Master Antenna. In working with the underprivileged, the elderly, those who have not had the opportunity to have the education that you and I have, are they in a position to view Channel 54 if we were to

air a consumer education program. Do you think we would reach the audience that you are talking about?

Mrs. Jenkins: I think you will. I don't understand what you mean are they in a position?

Mr. Junker: Well what I mean is, do they have television sets? Are they hooked up to the Meadville Master Antenna? Are they cognizant? Are they educated to the point that.....How would you suggest that we get the message to them that we are going to air this type of programing and that they should watch it? It is for their benefit.

Mrs. Jenkins: I think number one: first part of your question yes they do have televisions. If they don't have anything else they own a car, a television, a telephone. These are not luxuries anymore. It's a necessity in a home. And by reaching them with this type of information through Meadville we are out into the community. We could be of great help in getting the message across to the people. This is what we are all about. Anything that is for their benefit, information, and for ours too that we even have the one-to-one contact with people in reaching them. And I'm positive that they would benefit by this type.....

Mr. Leonard: I would like to ask one question that has to do with the kinds of information that you discussed including services available and so forth: as to how localized this necessarily has to be in order to be useful. Now it seemed to me for instance that the agencies through which people can go for help are necessarily very

localized; that taking a look at it from a statewide level that the people in Crawford County would not be inclined to be interested in what's available in Harrisburg for instance. But in other kinds of information, consumer education, consumer protection kinds of things, it would seem to me these might be truly statewide concerns and statewide commonalities. The situation might be the same in Crawford County as someplace else and the information is as good there as somewhere else. I wonder if you could comment a little bit about how local the service has to be in order to accomplish the job?

Mrs. Jenkins: Really it doesn't have to be localized because there are general problems with our agencies such as County Board of Assistance. They're all about the same such as Tenants Organization. The problems within housing authorities is nationwide. Legislation is passed down through all areas so it doesn't have to really be localized, general information in consumer protection. Particularly if they're elderly. They read the paper. The do's and don't's. What to buy? Who to buy from? People approaching your door. These are general problems, so we wouldn't have to concentrate on localizing any particular area.

Mr. Kaiser: Thank you very much. I think you can tell me what questions we not only wanted you to identify there was a need but to make it a very specific need and suggest whether you thought we could meet it and how we could. You have been most helpful to us. Thank you so much.

Mrs. Jenkins: Thank you very much.

Mr. Kaiser: In this segment of The Pennsylvania Public Television Ascertainment we have a little different panel and so let me introduce those who are new as well as the entire panel. To my right, Mrs. Marion Haller who is a member of the WQLN Board of Directors and also State President of the AAUW. Next, the President of WQLN, of the Board of Directors, Mr. Barney B. Radov and to my left the General Manager of the PPTN Network, David Leonard and I am Lloyd Kaiser of QWED in Pittsburgh. We begin with our lead-off witness in this particular segment who is Mrs. Corinne Halperin who is Executive Director of COVE. COVE is the Council on Volunteers for Erie. Welcome.

Mrs. Halperin: Thank you. I'm glad to be here. One of the questions that was asked me when I was asked to appear on the panel was whether I watch public TV or not. I got grabbed during the Water-gate Hearings. My husband was going to name Senator Irvin as co-respondant because I was staying up until 2:00 in the morning. I just couldn't get my eyes off of the darn thing and that really was the beginning of my love affair with WQLN. I had appeared on the Auction last year and the year before but I really, aside from my children watching "Sesame Street" and "The Electric Company" and a few appearances on "Information 54," I really can't say that I took too much advantage of the programing. But since then I have found some of the best plays, some of the best dramas and some of the best information shows on WQLN, and many of the features that I'm used to seeing on public TV and other places I did not realize

until that time had been part of your programing here. And I'm very glad to see them. And so yes I can say I am a fan of WQLN. Very much so. I think that in the children's programing it brings some of the best stimulation to our children. I, as Executive Director of COVE in the volunteer aspect, I find my volunteers telling me they can't believe how bright these 2, 3, 4, and 5 year old kids are in day care centers, and I know darn well that part of the programing is "Sesame Street" and "The Electric Company." In fact I'm told that the day care centers don't need volunteers during the hours those programs are on because they use that not as an electronic baby sitter, but as an electronic teacher. My own children who range from 17 to 14 to 8 are avid watchers of "The Electric Company" and quite often I'll find my 17 year old daughter badgering the little one to say "Don't you want to watch 'The Electric Company' today?" so that she has an excuse to sit down and watch it too. And well in love with Fargo North Decoder. We enjoy the program very much and I think it is quite educational. I think it explains much more clearly than a teacher could some of the precepts of grammar and so on. Areas that I would like to see improved or brought into public television in Erie is another area that I would like to talk about. When I was living in the New York area one of the programs that I thought was most educational, and also the best for me to watch, was "The Theater of the Deaf," and I would love to see that programing be brought into Erie. We have a number of volunteers in our program who are now taking sign language so that they can work with deaf. We're hoping to work in a Theater of the Dear for deaf people, both in homes for the aged and children and many, many people who have this handicap, and it would be helpful to the volunteers

it would be marvelous for the people, and even as an educational process for people to see "The Theater of the Deaf." And I would love to see this added to it. Another area that I had done in another town with the educational television program I was great books and junior great books coordinator for a town in Indiana and we utilized W..... well I can't remember the call letters, but whatever the educational station was out in the South Bend area, to recruit people to take the program and become great books trainers, and also recruit the children and just by presenting a great books program in a half hour. You can't explain the concept. That's the problem and this is very true with a lot of new things that are going on in education today. If I were to sit down and try to explain to you what new math is, or what the great books program is, or what my child is learning at TV broadcasting at the new intermediate school, I couldn't do it. But a visual presentation, just bringing the camera into the classroom and showing what's going on, I think can do it so much more graphically, and I think this is an area that should be pursued. I feel that some of the problems in Erie with the school board that we're having now would be alleviated if many of the people had had the opportunity to see for themselves exactly what is going on in this quote "four, four, four" system or the new types of experimental programing. And this is an area that I think can only be done through public TV and should be pursued in the Erie area. And of course as Director of COVE I am especially interested in explaining the problems and some of the things that are needed in a social programs as well as educational and social service programs. Some of the services that people don't know are available in the community could be explained, again not sitting

and talking about them, but taking a television camera into the Center for the Blind and showing how techniques for daily living are taught to blind people. Taking a television camera into The Crippled Children's Association and showing the type of physical therapy that people can get free of charge that they don't know about. It is such a marvelous educational tool in every way that I feel it's really going to expand, I hope, into this area in Erie and will provide some of the services that other TV stations have other places.

Mr. Kaiser: Well thank you very much. That's most helpful and I'm sure our panel will have questions. Who'd like to lead off?

Mr. Chitester: Lloyd I have a question. Corinne you mentioned the Watergate Hearings as the reason that you had come to us, so to speak. I wondered if you would give us your feelings about.... and you mentioned local school board coverage too. I wonder, what about coverage of governmental activities at the state level? Now this is particularly applicable here because we are dealing with the state network. Would you feel that is an area that the network ought to do more work in?

Mrs. Halperin: I really do I think that not enough people in Erie realize what is going on in Harrisburg. I think too that we are particularly lucky to have representatives of the state government who are responding to their constituency say in this area and if our people knew more about what was going on there they'd know where to apply the pressure and what was happening. Another thing I feel

that some of the hearings, some of the Senate Hearings on many issues and not just you know the Impeachment Hearings and things like that, are not being broadcast enough. I would have been extremely interested. I was in Washington during the time that the filibuster on the Genocide Treaty was going on, and so many of the Senators that we talked to while we were there said, you know, that they couldn't imagine that this thing wasn't going to pass and boom two days later I turned around and it wasn't. I can't believe that if the American people had been given an opportunity to see what was going on and to understand that this treaty from 1949 was still not being passed, that they wouldn't applied the pressure where it was needed in order to allow the treaty to be passed. And I think that by bringing government: state, local, or federal government to the people via television, you're making the people more aware of what's going on and possibly keeping things like Watergate from happening again because a more aware public is a more alert public in my opinion.

Mr. Leonard: Are there other kinds of services such as for the deaf or crippled children or whatever, of which you are aware that information, programing from other areas of Pennsylvania, from Harrisburg or wherever, might be a particular use in this area.

Mrs. Halperin: I know that there is National Theater for the Deaf Program and I have seen the tapings on that. I know one of the best things that WQLN has done, not for COVE but through COVE, was putting the film, "The Coming Assunder of Jimmy Bright," which deals with public welfare, on the tube last year and there are so many

organizations that have their own films available that get not wide enough circulation. That even plugging those types of things into public television is a great community service.

Mr. Chitester: There is a specific program if I can mention there. It relates in this case to the network as well as the local station. That is, there is captioned news available for the deaf. It is being done by WGBH in Boston in which they are using the ABC Evening News, and then placing captions over it for the deaf. This is available in local communities if the local commercial station grants the right to go ahead. Do you feel that is something that ought to be pursued aggressively? The commercial station has a tough decision to make because in a sense that is duplicating his news on another station's channel, but do you feel that is a valuable service?

Mrs. Halperin: I think that it would be. One of the problems that we have run into with working with deaf people are the number of older deaf people who do not lip read because of impaired vision, and whereas many people will say you know, if you are deaf you should know how to lip read enough to catch some of the news, if your vision is impaired to a degree the captions would be much more helpful. And also because many times the person that is speaking on TV does not speak clearly enough for a person to pick it up depending on what the lighting is and even the lighting in the room has such an affect on it, that I think it would be a marvelous service to have.

Mr. Radov: I would like to ask Mrs. Halperin you mentioned the program on great books and junior great books that you were the coordinator and then you also mentioned that it was being done in the classroom. How would you expect our station here or public TV or accomplish this, or would you feel that this belongs in the field of ITV or educational television?

Mrs. Halperin: Well I think that if we could utilize the services of the station to present the great books format we could recruit enough leaders to take it into the school and then utilize it as a recruiting device so that kids would be interested in when we come into the schools. We're hoping in the fall to actually do it as part of the curriculum in the schools. And another area that I am thinking about that type of thing, I think out of Purdue, we were living in Indiana for about three years, and I think Purdue was talking about introducing some types of classroom education that would be part of the open university concept. For instance, you could watch the program on TV and you would have a corresponding programing to go along with it that you could do your own studying at home. This could even be applied in many instances. In Erie now Behrend College has gone into the open university concept and it is growing the area. There are many people like myself who would like to continue their education but couldn't find two hours to sit in a classroom in one whole week, and if we could utilize the television while we are home, because you know in my case I work about 55 to 60 hours a week, and if I did have that time to go to classroom the guilt of not spending the time with my children is enough to keep me home on the two or three evenings I have open. If I could

watch TV and take that class I would do it. And do I think that this is an area that public TV could help in too.

Mr. Radov: Thank you.

Mr. Kaiser: Well thank you very much. You have been most helpful. You actually have a deep interest in each of these areas, understanding what the need is, and have led us to understand how public television can be of help. Thank you very much.

Mrs. Halperin: You're welcome.

Mr. Kaiser: We'll have testimony from Monsignor Homer DeWalt who is Superintendent of Erie Catholic Schools. Monsignor welcome.

Msgr. DeWalt: Thank you very much members of the panel. I am Msgr. DeWalt, the Superintendent of Catholic Schools for this diocese which comprises 13 counties of Northwestern Pennsylvania. I would like to say by way of introduction that the Catholic Diocese of Erie has been involved in local public television as early as 1963 when there was some exploratory grant money given to a local commercial television station really through some of the efforts of our parent teacher organizations to see what educational television might do with public and non-public schools in the area. In 1964 I was appointed to the Board of Directors of the Educational Television of Northwestern Pennsylvania and at that time also to the Broadcasting Council on which I now serve. In 1964 the Catholic Diocese also contributed \$7,000 to the building fund of this station and for about

three years after that we contributed a grant for programing for our students, and to make a long story short, at the present time really through the help of some state aid funding to our schools, we have about 17 schools in this area: Diocesen Schools that are members of the Broadcasting Council and I must say that the schools richly from the services of Mr. Daley, from the council or the staff members of WQLN, from the curriculum service point of view, and I think that really we have benefited greatly from the services of the station thus far. I noticed one of the questions that I was asked to comment on was my own personal experience in viewing public television. Being my viewing hours are limited to pretty well late afternoon and evening and that limited to some degree, but I must say that my colleagues are sometimes amused at my interest in "Sesame Street" and "Mr. Roger's Neighborhood" and "The Electric Company." But it's interesting as a person who spends 8 or 10 hours a day in the school office to see how it's done after hours on the public media. And also I would say that in the evening programing such music as the Boston Pops programs or the dramatic presentation such as "War and Peace" or the more recent Cyrano de Bergerac, which the American Repertory Theater is responsible for, are simply excellent; and also the type of news coverage and commentary offered by Martin Agronsky is very informative and is really scheduled at a better time for myself than the early evening news programs are. I would like to say that as one who is always looking for money for his own schools, that I would also strongly emphasize the need for more federal and state funding of public television as a means of keeping good programs on the air and of providing new improvements for both instructional television and the late afternoon and evening viewing. I

would like to stress one point in making these remarks: although public television by its very nature is publicly funded for the most part, it also plays a significant role for the private sector. There are many private institutions such as the Catholic Schools which have much to offer in providing support for and cooperation with public television, and I would like to make note of the fact that one of our own private colleges, Gannon College with which in one way I am affiliated, has much to offer in some of its newer installations that would help in terms of alternate sets for production in the area of television. I can see great potential in the funding capacity of Acts 194 and 195 of the General Assembly of 1972, which are already furnishing the state funds that I have mentioned for the memberships of our Catholic Member Schools in this area. And since the favorable decision of the Federal District Court of Eastern Pennsylvania earlier this week involving the Meek-Pittenger Case, there seems to be ample hope that more schools will join the Broadcasting Council and that also there may be chance for us to deal more directly with WQLN as far as inservice programing for our teachers on off-hours before their regular broadcasting schedule perhaps. There is also the opportunity that we have now with these court decisions behind us, that as there have been certain scheduling difficulties which we could not hurdle, that we would encourage that some of the funds through 194 and 195 be used for video tape recorders and indeed for better television sets themselves to augment the television reception we have at the present time. Also to encourage more of our schools to wire internally for complete television installations in the schools. Really those are about the only remarks that I have prepared. I would be very happy to respond to questions which

the commission may ask now or in the future if such would be necessary.

Mr. Kaiser: Thank you very much Monsignor. Questions from the panel?

Mr. Chitester: Monsignor you mentioned the use of the ITV service by the local Diocese Schools, and also you mentioned your own interest in the children's programing, and I think that's one shared by all of us. We all, in our case and others have mentioned how they use their children as an excuse, unfortunately you don't have that benefit so you have to just admit that you like the programs. And I think the rest of us should do that to. They're very fine and exciting. But the question that comes to mind is: do you have any thought and experience that you have gained over the past six years with WQLN..... do you have any thoughts about the specific areas into which both the state level and the local level we might move in responding to perhaps some increased funding that would be available? Where should that be used in terms of the programing areas that you feel are wanting?

Msgr. DeWalt: Well I think Bob that there could always be probably amplification in the breadth of programs for student viewing. I really haven't polled our people from a utilization point of view to know what ideas they would have that would go over and above what's being offered now. I do say that in my experience of course over the years that the plethora of programs that we have now as compared to the very few that we had at the beginning is an indication

that this station has grown in leaps and bounds. So I would have to go back to the ranks to really answer that with any degree of accuracy. I would go back though to this point that I just made I would like to see us work more now as we have better funding, and as you might be able to cooperate with us in the inservice aspects of our..... We have a problem which the ordinary school administrator does not have. There is your viewing area plus WQED and Channel 3 which really covers our 13 counties and if there could be some way of our reaching through that area instead of especially in these gasoline shortage days, instead of having to go hundreds of..... I bought a car in October which 17,000 miles on it now. And if we could do that in another way electronically it would really save us a great deal of time and improve our inservice.

Mr. Kaiser: Are there ways that can be done statewide? Can the various Dioceses cooperate in certain service courses?

Msgr. DeWalt: I would think so. There is a.....just to designate the Catholic Schools..... There is a Catholic Education Association of Pennsylvania which embraces the 8 Catholic Dioceses and especially in the larger Dioceses such as Pittsburgh and Philadelphia they have many many resource people whom we don't have because of our limited means and size. But I think if we had the media, financially and electronically, and the time of course, that we could come up with the persons to provide much help for our teachers. Now I am not saying that we don't use a great deal of the inservice devices that are already available for public school teachers I am not saying that they are not appropriate for us. But I do think that there are

many things that we could produce or could use on a broader scale that we are not getting to at all now.

Mr. Kaiser: Are there questions?

Mr. Chitester: I had another question in the same line just carrying it to the evening. I am not sure the Diocese is involved in any adult education activities but I wondered if you had any observations there as to another rather direct and formal type of service we might provide?

Msgr. DeWalt: Well Bob, there is a good deal of adult education involved.....in one way: that the pre-catholic colleges in a sense are involved in adult education but then there are certain efforts being made for the senior citizens through the Diocese; and I think there could potentially be other avenues that are not being explored now if we thought that the means would be available. I know that a need very often creates a solution to a problem but I think sometimes people have to realize that there is an avenue available before they develop the need. So I would say that the Diocese probably could very well develop things that could be used for general viewing. I think that the Diocese would be very narrow in thinking its approaching only its own particular public.

Mr. Radov: What would you feel Monsignor you personally would like to see on 54? What programing, aside from those you have already mentioned, that would give you a little bit of relaxation during an evening or late afternoon?

Msgr. DeWalt: Well I think that I'm not critizizing the present situation destructively but I think a benefit that I could derive from more acadamic things. The dentists have their inservice and perhaps other groups don't.....management I think has inservice occassionally. I think there are many other professional areas that could stand inservicing. Instead of my being unable to go to Harvard for three months because I don't have the time wherever these lush inservice programs are happening. If we could get more of this locally it would be great.

Mr. Kaiser: You have been extremely helpful and we thank you so much. You've covered a great areas as we knew you would that are a great help in giving us direction in our report of what public broadcasting should do in the state during the 70's. Thank you so much for coming.

Mr. Radov: Mr. Lloyd Kaiser the Manager of WQED had to catch a plane back for his service in Pittsburgh and he has asked me to chair the continuation of these meetings. We'd like to welcome Mr. Don Saurer a member of the city of Erie and a very lucid individual. Mr. Saurer.....

Mr. Saurer: Thank you Mr. Chairman and members of PPTN. I wish to thank you for inviting me to testify on behalf of the citizens who watch public television. I would first like to congratulate WQLN for the fine service they perform in Northwestern Pennsylvania. Their programing certainly has been welcome in many homes and I feel they are now starting to satisfy a large educational programing need

that has existed in this area. Certainly the developing professional staff at WQLN has been a credit to the community. In my remarks today I will comment on a number of items that relate both to the network produced programs and those produced by the local station. The purpose of public broadcasting as I understand it is to be an educational medium rather than an entertainment medium. If this is true, than at times I believe programing does not follow the intended purpose. Clearer definitions of programs must be made before they are permitted to be broadcast. If this were done I believe a number of programs which are now being televised would be removed from the air. Second, I believe that more consideration should be given to program content at both the local and national levels. Many times social and political causes are legitimated before they deserve it. In several instances social and political causes stage media events which are assumed to be fact and are simply points of view, which they are in reality. I will explore each of these topics. First: education versus entertainment. In some instances this becomes a very fine distinction. I certainly do not wish to exclude great drama and classical music which might fall into either classification depending upon your frame of reference, but a more flagrant violation is the televising of the Erie School Board Meetings and Erie City Council. I doubt that these broadcasts are in fact educational, although at times they do provide entertainment. I question the value of these broadcasts because it makes actors out of the participants. I frankly doubt that televising the school board meeting helps the board in the performances of its duties, as topics which should be discussed with the administration are given to a policy making board. The Erie School Board and Erie City Council may be of interest to the

citizens of Erie, but the other viewers of WQLN throughout Northwestern Pennsylvania should not be subjected to the conflicts occurring in these two elected bodies. Other programs that fall into the entertainment rather than educational category are some musical presentations and minority programing. I believe any music can be educational if it is properly presented. Even the most acid rock can be presented in a manner that will enable the audience to learn something about the author or composer or the group that is performing. Too often it turns out to be a gig for the group and entertainment for the audience. On the positive side I would like to see much more programing devoted to those who have made contributions to the arts and sciences other than actors, musicians and authors. Programs on the contribution to society of those in philosophy, industry and science are needed. Some of this is currently done but much more should be done. This is not only a challenge for national public television but also one for our local station. And this leads me into my last point. WQLN needs additional financial support by PPTN. It is true that we sit here today in modern surroundings that are capable of producing as sophisticated a program as any studio in America, but as you well know that's not enough. To do programing that is of equal caliber to that produced by commercial and public networks sophisticated equipment as well as excellent creative talent are required. Even with the best program content substandard performance in equipment or talent results in an inferior product. The community I believe has demonstrated its support for WQLN by contributions to the building fund campaigns the station has conducted, and by the efforts in both merchandising and manpower to produce the yearly fund-raising auction. Still this is insufficient for WQLN to attain its true potential of serving the tri-state area.

Additional money would, I believe, increase the quality and the quantity of local programming. It would also enable WQLN to be more flexible with onsite production and sophisticated techniques which are now standard elsewhere. The community as well as those directly associated with WQLN would certainly appreciate any additional financial support by PPTN. Thank you.

Mr. Radov: Very good Mr. Saurer. Any questions, Bob?

Mr. Chitester: Yes I have a question Barney, thank you. Don, I would be interested in a little more of your thoughts so to speak on the question of education and entertainment. One of the dilemmas that we find is I guess best represented in the success of "Sesame Street." Because it represented, at least this is my own opinion, it represented an awareness of the effectiveness of the entertainment and techniques used by commercial television and attempted then to apply them for an educational purpose and I think the reason that they did it and the reason it has been successful is because the audience is conditioned to that. You know, public television has been a late comer in the United States. Our television media has tended to be entertainment and commercial and that gives us some..... I think there is a very difficult thing we have to overcome. I wonder if you have any thoughts or observations about that? It's one that we have difficulty with internally.

Mr. Saurer: Well I think we have to divide actual content from technique. It appears to me that when you watch "Sesame Street" that you get the development of pretty sophisticated techniques in

trying to demonstrate some educational point that the program is trying to put across. You know that calls for a lot of planning and a lot of know-how back with the guy behind the camera, and too many times it appears to me that we hit a good topic we just put him on and let him run, and that lack of planning is a problem where, whether it be the interviewer or the backup person behind the scenes, maybe he doesn't understand the topic well enough to really bring out the pertinent educational points or something that is really meaningful to the audience rather than the guy that grew up in Erie, Pennsylvania or Podunk Junction.

Mr. Chitester: Yes, I appreciate that. I sense also in your comments that you also are sensitive to and aware of the fact that really funds do have a direct relationship on the ability to carry that out.

Mr. Saurer: Yes precisely. My experience at Channel 54 has aptly demonstrated that. I think in the occasions that I have been able to use the station there was some lack of equipment and time available by people the staff of WQLN to really do what I thought was the appropriate job that needs to be done. It isn't I don't think that the staff does not have the talent. I feel that probably they've got more than enough talent but the demands upon the staff appear to be very very large and where you need someone to really sit down and do an in depth job with you in preparing a program you find that that's not available. If you could rectify that situation I think the quality of local programing could be upgraded really substantially.

Mrs. Haller: I was interested in your comments about the minority programing and as you know there has been a series on women lately and I wondered if that was included in your objections.

Mr. Saurer: No. Throughout the year you tend, I think, by watching 54 to pick up a pattern and the pattern I guess is associated with some minority groups that there seems to be an overabundance of exposure and so, to verify that, I asked 54 to give me a programmer of last year and I went through and started looking at the various areas and with rather frequency in 1973 we had minority programing in prime hours almost every night of the week. And I feel that the viewers when they get a steady diet of that turn off, both physically and mentally on that. And some of the programs I felt, again tend to be not as well planned and executed to make them meaningful programs. I criticize in that point.

Mrs. Haller: I was just thinking of possibility of programing, perhaps, of what women are doing in Pennsylvania, because I think programing could be used to build up our pride in our community and in ourselves, and I wonder if we're missing the boat on some of it.

Mr. Saurer: I agree, and the interview that James Day did with Billie Jean King. There is a women who is really made a contribution to America. And I would like to see more because there are a lot more women that I know that are highly talented individuals that have never had the opportunity to be exposed and I'd like to see that frankly.

Mr. Leonard: One of the other challenging ideas that you had brought forth had to do with the coverage of the specifics of the school board and city council. It has been suggested to us by a number of people, based on the Watergate coverage and a number of other things, that a lot of people agree we ought to be covering more political, governmental kinds of hearings, meetings, state legislative committee hearings and meetings on the federal level, and of course even on the city level. This morning in talking with a political scientist I was trying to..... there are two or three approaches which get suggested. One is that really what we need is someone who can really analyze the situation on what's going on and report to the people. Others say well show the people what's going on and they will make up their mind as to what the result is. Or possibly there is a combination: where you have someone who is knowledgeable at least at the workings of the kind of hearing or organization or group you are covering, and can at least point out some of the dynamics of the operation perhaps. Or perhaps not going into the history of how they got to where they are.....sort of thing. So as I say the notion that really television, I think you are suggesting, is distorting these actual events. I wonder if you could amplify on some of these other considerations because the public obviously needs to have to know what is going on, and there has to be some way to do it in such a way that the events do not get distorted and that's one of the things we are looking for.

Mr. Saurer: Well I agree the public has a need and many times a desire to know what's going on. I think the criticism I have of city council and school board is basically what happens. You don't

get serious debate, and you don't get intelligent knowledgeable people who, in my opinion, can hold a serious debate that is logical, and can arrive at some kind of point or position. That doesn't happen. It is many times a bunch of people getting up and having something to say about the classroom at some elementary school that the windows are broken and you know, to me, the community deserves more than that. A serious discussion on open classrooms is more than welcome; but I don't feel that some of the topics that are discussed are very appropriate for mass media. Maybe that is a problem in the school board. Now I'm not going to comment on that.

Mr. Radov: Don we certainly appreciate your coming here today and a fresh point of view is always very welcome and a very different point of view from what I have heard here this afternoon. I appreciate having listened to it; and we certainly will take all these considerations under advisement. Thank you. We will now take a break.

Mr. Radov: I would now like to introduce one of the more eminent members of our Erie community, a man who has been a very deep and wonderful friend of WQLN 54 from its inception. I would like to introduce as an interviewee Mr. Jack McNab, who is the President of The Boston Store in Erie.

Mr. McNab: Barney, I'm delighted to be here.

Mr. Radov: Jack you promised Bob that you had about ten thousand things you were going to tell him over the years and this is your

opportunity.

Mr. McNab: Well I'm just kidding Barney but I would like to start out by saying how proud I am, and I know the community is, of this station and the kind of job that Bob Chitester and his staff have done over the years. I certainly cannot be qualified to talk about the total programming because I'm not a great TV watcher. I watch specific things and I have a pretty busy schedule and I love to ski and do things, you know, so.....but I do watch WQLN and certainly news, sports. I think there are many things I have gotten involved at times in watching some of the more educational things: gardening. Even though I can't do anything more than fry an egg, I even enjoyed some of the lessons in how to cook. I believe that public broadcasting should have a great future and there is certainly a great need. And I'd like to talk just a little bit if I may about how I feel about this. First of all, we have many organizations involved in public television as you know. You know CPB or PPTN and EEN and one of my favorites is NFPB. So all of these organizations, made up of great people doing great things. I think there is one overriding need, it seems to me Bob, Barney, and that is money to do a better job. One of the things that I feel pretty strongly about is that the federal government, state government although they fund public television, they do not fund it enough. In a country where the national budget is something like 300 billion dollars, and 100 billion dollars for defense, it would seem to me that they could triple or quadruple the funding for such a worthwhile thing as public broadcasting without much trouble. And I would say essentially the same thing about the state. Now I also feel one of the strong points of public

broadcasting, it has to be this way otherwise it could become a pawn I suppose of government, is local participation. It seems a shame, and I don't know any of the figures you probably can tell me, I would guess that the average listening audience of our great station might run oh say five, ten thousand in the course of the evening. But along side that the fact that there are only three thousand members, three thousand people who are paying at this point \$10 and I understand you are going to nick them for \$15 and it's a bargain..... I think that these facts are kind of startling in a community that is being served in the neighborhood of 300,000. It would seem to me that there ought to be 10,000 members and maybe 30,000 people watching and it could go from there. There is no reason why this can't be and I might challenge, really I think it's a challenge, as to all of those people involved: station managers, PPTN and CPB and so forth, to strive to work together to get an awareness and a membership that would support this; and it's not only the dollars that such a membership would generate, it is the tremendous lobbying power that numbers have that our politician friends in Harrisburg and Washington really only understand votes. And if a mass of people said, "hey look we think this is something that is good for our community; this is something we want," there is no reason under the sun why we can't get it. Now I think honestly and since I've been so glowing, I think that by and large too many of the organizations, and if you will, Bob, the station managers, local boards, and each organization has been so interested in their own bailiwick they haven't really put their heads together and said what can we as a group do to make this thing really go. I mentioned National Friends of Public Television, and Bob of course realizes why that I am interested in this

organization; but numbers are essential to make this thing go and this, if you'll excuse me, little station, has literally, as evidenced by auction time, thousands of people interested in giving time and so forth. So the National Friends Organization, the National Friends of Public Broadcasting is a group of volunteers organized to help one another, help stations be successful. I think that every station manager in this country, every board in this country ought to look to this organization, and I understand there are some others, buy any organization to for help to get along with this major thing. Now I think that is my main pitch. I would like to say that one area of programing, and it I left it for last because I realize everytime you start talking about programing you're talking dollars; and I certainly am pleased with what our station has done in community affairs. But gee I would like to see more news both at a national level. I think Martin Agronsky great but a five minute little capsule of news is just a teaser and if it were possible to have a half hour of top-notch news, and maybe not to the extent of Washington Week and so on I mention these I want you to know I do listen occasionally, I think these things this would be a great help. I also feel that state news..... an awful lot goes on down in Harrisburg that we don't realize affects our lives. Then there is one last area that I believe in strongly and little Erie, Pennsylvania, little only population wise; it's a great town as you know I believe it. There are literally hundreds and hundreds of people and particularly businessmen who are willing to give a lot of time to try to better this community. And it would seem to me occasional, and maybe more than occasional, soliciting of committees of this type, a group of men as a panel, to tell

of the objectives that they're trying to achieve for the community. You know everytime a businessman opens up his mouth to suggest something the general public says well, what's in it for him. Believe me if and I don't know maybe if anybody listens to this comment they would get mad but proportion to the total hours worked almost every man in business in this community spends more time helping the community proportionately to his work hours than any other segment of the community. Now you add up to the fact that most of us put in 50, 60, 70, 80 hours a week on our job and then we still do what we can to make the community better. I think these people should have a forum. I think they should have a chance to explain what they are trying to achieve for the community.

Mr. Chitester: I was particularly interested in that last comment from a point of view of some responsive action. I don't have a question there I just think it's a very good suggestion and we ought to pursue it. I wanted to go back to the question of funding and the balance between the two and see if you had gone any further and had any observations as to the kinds of things..... I'm sure Dave was very interested in your comment about state news because we've thought here at the station and I think we've discussed it many times at the network level getting in the state news, and we would appreciate a reaction to that. But the question again of that support, both the legislative support and private membership support.... Do you have any feelings as to why? Is it simply an organizational problem you feel, or is there some other inherent difficulty that we've not been able to identify or respond to that has caused this.

Mr. McNab: I don't think there is any one ready answer. I would say this for example: in terms of public support we as a station occasionally have Paul Brown or you or somebody come up and say hey we need your membership and so forth and so on; and this is not to take anything away from Paul or you or anybody else, but I was impressed in New York a few weeks ago listening to Channel 13, and hearing very frequently some real high class commercials if you will, heaven forbid! on this station on why you should be a member. This is one way to get the memberships I think that I can't give you an answer as to how you go about it. I do know that Marty has worked with National Friends in an area of audience participation and listening; and I understand this committee has been working nationwide and to a reasonable success. This is one area but I am not acquainted enough to know about the rest of their activity as to whether or not they have people working. I know they have people working on trying to get grants from foundations and certainly we need that, particularly with the Ford Foundation beginning to pull away from us. But I think if encouraged, this organization and other organizations have real fine talent and they ought to be able to come up with ways of getting the things that you want and I want. Besides that, if I had a ready answer to that I would use it to generate sales at The Boston Store.

Mr. Chitester: I don't believe you. But we could share it.

Mr. McNab: I'd be glad to anytime.

Mr. Leonard: On this question of balancing between private and

public or tax support, I have come across one suggestion that is that the public schools, as an example, are approximately fifty percent supported by state funding on a statewide level and that in many ways public educational television is in many ways a parallel resource to the state and a suggestion that maybe something on the same order would be a reasonable goal there. Does it make any sense to set these kinds of goals or to consider them do you think?

Mr. McNab: Well I would like to take exception to your initial statement; and that is that to separate me from the recipient of my tax dollars I resent, and when you start talking about government to me, you are talking about in a little way me. Now I say that this is no big deal for the government to feed back into this community tax dollars that literally belong here in the first place, and all I'm saying is that I have a right to say, hey I'm not a farmer. Don't subsidize the farmer. If you're going to subsidize something subsidize something that is going to do me some good. And one of them is public television. I don't know whether that answers your question or not.

Mr. Chitester: Well I have assumed that the question of percentage of support then you don't feel is vital or critical.

Mr. McNab: No it's a hundred percent us.

Mr. Leonard: That's right.

Mr. McNab: You know just because they are in Harrisburg or Washington

doesn't give them any license to what a percentage of you know. They get it but they ought give it back in some proportion.

Mr. Radov: Well Jack we certainly have appreciated having you hear and listening to your comments. I'm sure your points of view will be taken into consideration on the state level too, because I think many people feel the same way you do.

Mr. McNab: I hope so.

Mr. Radov: We've enjoyed it and thank you for coming. We will now take a break.

Mr. Radov: We would now like to introduce Rev. Rand Edwards who is the Minister of the First United Methodist Church; and we certainly would like to have your comments and your views on public television, and on what you would like to have us do for you and your congregants and the entire community and the development.

Rev. Edwards: Thank you. I think I ought to say first I'm a co-pastor of the First United Methodist Church, Pat Albright's partner. One of the things, I think I ought to start out with is saying thank you for two of the best programs which we have coming into our home. The one being Buckley's "Firing Line," the other being the "Boston Pops," two of the highlights of our television time. We don't watch a lot of television but those are two programs that we do enjoy very much. Thinking about what public television might do or might be in this community..... first thing comes to my mind is the high quality it already has in terms of the type of programming

which is already there. That may be a problem, problem in a sense that the expectation on the part of the viewer is that this same quality is going to be maintained even if you're going into community programing. So it strikes me that, for example, it's almost impossible if you're turning across the stations to tell if your on a public television station rather than a commercial television station. It's to your credit. I have some particular areas of concern that I have, but I'm sure if you brought any of the people involved in the area of service to the studio they'd also have their own areas of concern but I hate to just lay them out. A couple of my concerns are..... one is higher education here in Erie. I think that the institutions of higher institutions in Erie need a hearing and need much more in the way of public support than at this point. It is a critical issue and it is one to which I think public television can make a real contribution. Another area of concern I have is the presentation of alternative sets of values. Now you might expect that from a Methodist Preacher, but it is a concern I have. I think that we are getting presented over the airways what to me is becoming a frighteningly homogenous presentation of a certain set of values and ways of life. It is being presented as the way both in terms of advertising but also in more subtle ways, the kinds of shows that are being selected and the manner in which they are selected so I think one important value public television has would be to present alternative ways to live, ways to be, ways to value our community. Those are the two which strike me as being the areas that I have immediately had most concern in. Erie has a great deal going for it in the sense that people who live here I think have a high level of sense of community; and

I think that as you're doing now, tapping into that sense which is a real strength and a resource, that public television has to tap into; and I think as public television makes itself available to these resources it will gain even more strength and trust of the community.

Mr. Chitester: Yes, Rev. Edwards I had a question which Dave Leonard will appreciate as manager of the network. Are you or were you aware of the role that the state network plays in making "Firing Line" or "The Boston Pops" available in this area?

Rev. Edwards: No.

Mr. Chitester: That I think is probably our general concern relative to perception. It's through the state network that we, the local station, receive the programs. Obviously they originate at the national level at PBS; but in a technical sense, I should explain that, PPTN stands between us and the national network, in that they provide the physical facilities for bringing that program to us through the state network. And in that sense do you have any feelings about the question in the area of funding of public television particularly at the state and local level as it relates to PPTN and Channel 54 here in Erie?

Rev. Edwards: I think first of all in order to make its case public television has to have the broad financial support of the community. I think that's one of the things which anyone is going to look at if they are talking about funding it through some other sources, other government sources; so it strikes me that private funding is important

not only for the amount of money that it might generate but also for what it says about the breadth and the commitment of the people who are listening.

Mr. Leonard: I would like to ask a question relative in a sense to the state network at least. You talk about the sense of community in Erie, and one of the things which I'm always trying to probe and find out about is whether there is a sense of community in Pennsylvania, if you will, which leads to a more direct kind of question, as to whether there are certain kinds of programs, certain areas of concern, which you feel could be served by getting programs from other parts of the commonwealth to Erie, and what there might be in Erie which we ought to consider and work toward sharing with other parts of Pennsylvania. It is a two-way street. The network is designed to try to tie together the commonwealth as much as we can find need and interest and reason to do so. The hardware is there and part of what we are trying to with these hearings is to search for the spirit and the need, if you will, to really make use of it.

Rev. Edwards: I think what you have done is taken the coin and turned it over. You've looked at the other side of the coin the high sense of community that Erie has. I think that part of it had is a sense of "we're over here up in this corner of Pennsylvania," and there does seem to be, I think, among many people in Erie, a sense of isolation from the other problems and possibilities of Pennsylvania. And I think that certainly public television can serve this very important function of tying Erie into the rest of Pennsylvania, to

the problems of the people of Pennsylvania, and through them, I think, also the people of the country.

Mr. Chitester: I had a question on your comment on higher education. Do you have any..... you have obviously watched our station to some extent and therefore should, I'm sure, have a feel for the types, for the different types of programs that are possible. Did you have anything specific in mind relative to higher education in the way in which you felt that the station here or the state network could be of assistance to the obviously growing difficulties that exist in higher education.

Rev. Edwards: Well of course what is the term they use extended classroom concept, where the possibility for people to pursue degrees in their homes..... I think is one real avenue by which public television can take the facilities and the expertise of the people in the colleges of Erie and make them more available to the broader Erie community. I think right now there are some schools which are in somewhat of a crisis financially, and any kind of program which can raise the awareness of that need to the level the people are willing to respond to is, is something very positive that public television could do.

Mrs. Haller: I was interested in your alternate lifestyle idea. Have you dreamed up any ideas about how you would like to see it presented?

Rev. Edwards: No, I haven't really. I would say that there are

people in Erie right now who are pursuing different types of values systems and ways of life and ways of being than the people who are often presented on your set weekday mid-morning melodramas. There are other ways to be, and there are people who are.....one possibility would be to I suppose would be to take out and tract through some of the life patterns, hopes of some of the people in this community. That can be one way of doing it to represent other alternative ways of living.

Mr. Radov: No further questions? Well we thank you Rev. Edwards for coming here today and expressing your points of view and we hope that some of them will be implemented.

Rev. Edwards: Thank you for the opportunity.

Mr. Radov: We will take a break. It is a distinct privilege and pleasure to interview a gentlemen who is has been a stalwart backer of 54 for many years. He is a past president of the board of directors, his association in Erie as Director and President of Behrend College, the only four year graduate affiliate of Penn State University, Mr. Irv Kockel. Irv we would like to have your points of view as to what you'd like to see us do on a state level for all of PTV and you are certainly familiar with that.

Mr. Kochel: I would first like to say that I consider public television, educational television, as an oasis in the desert of television in general. That I do believe that public television has assumed a very important means of communication in our society and

that it's very important that we keep it free and open and avoid any substantial control by any individual group, including state and federal government. That public television can best serve the community in which it's located by the primary control residing with that community. I think that is very important; I feel very strongly about it. I do believe that public television can do even more than it's doing today by addressing itself to relevant local issues; and that it ought remain free and open to address itself to these issues as the issues develop, and not be trapped into the situation where an issue has developed, it has current interest, the interest and the issue begins to diminish, perhaps even be solved, but we continue to play upon program that particular segment of society or the community, and that we ought to remain more attuned to what the issues might be; address ourselves to them during their relevancy and drop them and move onto something else. I think it's regrettable in a sense that we do not have any educational credit courses available through television of any type in this community. We have done a great deal to open the university and the colleges in the area. We're running all types of courses, informal credit, almost everything imaginable. At the moment you can take a course by reading a series of articles in the Erie newspaper for university credit; but we do not now nor have we ever had to my knowledge this kind of educational programing available either on the public television in this community or I suppose what you would call the private stations. And I think it's too bad that we can't make this available to the citizens of Northwest Pennsylvania through this media. It has great possibilities. I think that's about all I have to say as a general statement.

Mr. Chitester: Irv, I have a question about the college credit. There was an effort, and I am sure you are familiar with it, very early in our development to try to get some college credit courses, and one of the problems we ran into there was the difficulty in, well at that time in actually finding the material because it wasn't available, and I know that problem has been partially solved; but we still run into a little bit of the other problem which is the difficulty of getting colleges to grant credit and this is particularly..... I don't believe it's an administrative problem as much as it's a faculty problem because of the faculty concern over their own autonomy and their own academic freedom; they're very hesitant to get into the areas where college credit is given without some face to face classroom work. Do you see that as changing or is there a way we could combine the two to solve the problem.

Mr. Kochel: Well it has changed radically. I believe your comments relative to an effort to get something going here are at least seven, eight maybe ten years old.

Mr. Chitester: Yes, it was quite a while ago.

Mr. Kochel: I would like to impress you with the fact that academic institutions only maintain their value as they change with the changes of society; and there has been a radical change in faculties' attitudes about how people might get credit. Today I do not believe this would be any kind of problem at all. We're even to the point now where we're giving credit for life experiences. It is not unusual for a student to come to college and have recorded on his

transcript six or nine credits which he may have taken by examination, either with the institution or through national testing procedures. So the university today is much more open than it was four years ago.

Mr. Chitester: Could it be done at the state level? In other words is it conceivable that a program using the state network, PPTN, and utilizing the expertise of all the stations involved, could come up with a group of courses for credit which would be offered statewide in which the local colleges throughout the whole commonwealth would cooperate in providing credit.

Mr. Kochel: I'm quite sure this could be done without too much difficulty, in terms of its acceptability. And that it could be a state generated program that would in general give credit at most of the institutions in the commonwealth. It's a facet of public television that I don't think has been utilized as it should be. And I think there is a great opportunity here and we ought to address ourselves to it.

Mr. Leonard: I would wonder if you could cite any specific courses or areas of coursework which you think might be most appropriate for television? Do you have any idea that there are certain basic courses, or certain courses that are very popular, or certain courses that are not now being offered in areas would be possible to get from some other area which would enrich the total availability of courses, say in the Erie area? Any specifics in terms of types of courses or even very specific courses?

Mr. Kochel: Well my experience with courses via television is limited to the closed circuit television programing that Penn State does. We at Behrend College give certain courses by television now. They are taped at University Park; they're sent here and the sessions are video taped and played to our students. There is a great variety of them. These are already on tape and ready to go. Whether they'd be usable or not I don't know. I don't think I'd feel particularly well qualified to cite a specific example for the general public. It would seem to me that this could be fairly well ascertained by a listing of a variety of courses that might be printed in the newspaper and invite people to check off what they are interested in and send it back. There are a variety of ways you could ascertain this. I wouldn't know for example whether the general public would be most interested in the philosophical history, language, English; whether they would be more interested in learning basic accounting. Are we going to take the liberal humanistic approach or are we going to take the vocational approach in a sense? Perhaps both.

Mrs. Haller: Irv one area of further education that interests me that might be done, I never thought of it through television, is updating degrees. There are so many women who have not, because of their family responsibilities have not kept their degrees up to date. However they really cannot go back to school because they're already putting their children through school. But they are ready to out into the work world. There should be some very official way to update their degrees. Do you think this is something that could be included in that?

Mr. Kochel: Well this is done in certain professional areas. We call it continuing education. Through our continuing education programing there are courses, for example, for engineers. There is going on in this community constantly a series of seminars for doctors, for example, done both by Behrend College as well as the newly formed medical seminar group that is doing this. So it's done in professional areas. I don't know that it's done in the area that you are addressing yourself to.

Mrs. Haller: I was just thinking about the woman who is still at home but looking toward her future. It might be possible to take these courses and still do it at home and still update herself.

Mr. Kochel: Well I think it's a very good thought and if it's a genuine need I'll say right now we would be interested in setting about fulfilling that need.

Mrs. Haller: It's a genuine need and I think it should be officially through the state accredited in some way. I really feel this very strongly because there are too many women interested in returning to the work force who feel very insecure; but through an updating process would be much better qualified.

Mr. Kochel: Well, I would invite you to make an arrangement to sit down with me and discuss this in some depth because I believe it's very good possibility.

Mrs. Haller: I think that would be very great and I'll take your challenge.

Mr. Kochel: Either through the institution or through public television.

Mrs. Haller: Fine.

Mr. Radov: I'd like to ask a question, but not of you Irv. I would like to ask a technical question Bob. We have National Public Radio and we have a separate wave length there, air wave length there, an FM station, but we also have a separate line that goes directly to the deaf people.

Mr. Chitester: In this case the blind.

Mr. Radov: The blind. I stand corrected. Is it possible to have a separate communication line in television?

Mr. Chitester: Well not in the same sense Barney. It's possible. There are technologies and we haven't discussed them very much in these hearings because it really is another whole hearing in and of itself; but there are technologies such as CATV and really of course additional television channels that there would be nothing to prevent us from getting an additional television channel. And there are some special broadcast services mainly 2500 megahertz type of system which could be used for this but those all involve separate facilities whereas with the FM.....

Mr. Radov: What would the cost factor be?

Mr. Chitester: The cost is very significant unfortunately.

Mr. Radov: In other words our best way to go would be through CATV.

Mr. Chitester: I think at this point, in fact in this instance in the hearing coming up and in the very near future, that is going to come up because here in this area we have some metropolitan CATV systems which I believe might very well provide that service and might very well tie in with the various colleges in providing it, at least for those who are customers of the CATV.

Mr. Radov: I personally Irv would like to educational TV utilized through our facilities. I'd like to see courses given for people like Marion who would like to further her education. There are many other people, even the students who don't like the atmosphere of classrooms, who want to be alone and still want to get an education. I think that there is a very very great need for all of this, but I think that the only possible way that we can go is through CATV because of the funding. If we're having trouble with funding now and we are on the air just so many hours, I don't see how we can justify putting on this educational TV and taking off many of the other programs because we will only reach a certain number of people that would take a specific course at a specific time.

Mr. Chitester: Well of course there is problems with that Barney. Take for example in our service area the entire City of Erie is without cable so that you cannot reach the population with CATV at this point. So it has to be an eventual..... it certainly

is in the future. Could I change to one other area that Irv mentioned and asked for a little extension of his thoughts there. That was in the addressing the question of relevant local issues. I was very interested in that, particularly in your suggestion that we get to it earlier, at the point where I assume we can provide information on which decisions are going to be made, rather than simply be in at the point where the decisions are starting to made and therefore we have no impact on it. Do you have any thoughts as to, or do you feel there should be any limitations to the approach we use there; my immediate question was, it seems to me, to identify a problem earlier means that we have got to take some initiative in a journalistic sense; that we can't do as we now do because the only way we cover things now is that we wait until there is something happening in the community which then we can cover and without some type of an input to us, either whether it's our employees or whether the community simply adjusts to letting us know earlier when things are happening, that we can't get at it early enough.

Mr. Kochel: Well I don't know that you have to become journalistic about it, actually. Let me cite a "forinstance." There is great concern abroad in this nation and in the state and locally as to the shortage of materials, all kinds of materials. It's amazing. People are concerned about the prices they are having to pay. This certainly is a current revelant issue. The fuel shortage, paper, salt, chlorine, you name it. Now there are reasons for this. Few of us really understand those reasons. Few of us really have had an opportunity to attempt to understand them or have had access to the kinds of people that can explain these. I believe that in

this community there are businessmen, industrialists, we have companies in Erie that do world-wide business who indeed have plants located around the world. There are reasonable explanations that I believe would shed a great deal of light upon on why we are where we are today. Now it would seem to me that educational television could do a service to me because I don't fully understand this and the general population. Now. But what will probably happen, if indeed we do anything, we'll wait until some group gets organized to start a buying boycott, to march on City Hall or Harrisburg or Washington' and you see the conflict, the adversary role, is already there; we'll cover it. We will have contributed nothing to creating some kind of understanding of this problem. Therefore, we in public television sit around and react, where we ought to be in the role of action rather than reaction. That's what I am talking about. Now there is some danger in this because you are going to have to stick your neck out a little bit but if you're going to be of value to the community I think that's what you're going to have to do. That's my response..... and further explanation.

Mr. Chitester: I appreciate that and I think that all of public television needs to take heart from that, and I hope that there is enough community support for that position that we can go and do that. I think perhaps we're in a little bit of a reactive period to some earlier situations which have kind of burned our fingers and we have backed away and I appreciate that comment.

Mr. Kochel: Well I understand that and I appreciate it but next time just be a little more careful now we approach the fire.

Mr. Chitester: Right.

Mr. Radov: Irv, I would like to ask you a question along the same lines. My notes say you would like to see local issues as they are developed, and once they are developed, once the public has viewed them, what we can do for them, to drop it. If those are the thoughts that you had. In our few minutes of recess every once in a while during this kleig light afternoon, we mentioned our school board portrayals every week or every month. Now do you feel that we should continue to show the council and the school board each and every month, or do you think that we should only show them when things really develop where we or action in advance. As you put it.

Mr. Kochel: Okay. That's a very thoughtful question. The school board and the city council are such important agencies as they affect the community as a whole that it probably is worthwhile to view them in action on a regular basis because you would undoubtedly see the issues develop, and this could have some meaningful value, rather than just going in at a time when every things tense and everybody is in a state of difficulty, if I may say so. That would give an unfair view of those two bodies. Therefore, I think that in that instance, there is some wisdom in continuing to show them in their rather normal habitat.

Mr. Radov: I just wanted to get your point of view on that because that this was my thought when you said that as they developed and then cut them off.

Mr. Kochel: Well I guess what I'm getting at here is that I think public television can play a role, at least I like to think it can play a significant role, in creating understanding among the citizens of the community as to the various sides of the issues; and if it can do this it can be of great value because I would like to think ultimately as a result of this better decisions will evolve. If we could play a role in that, that would be very meaningful.

Mr. Radov: Any other questions? Thank you Mr. Kochel for being our guest today on "this is your life."

Mr. Radov: Our next guest is Sally Wright, Mrs. Douglas Wright. She is the President of the Junior League of the city of Erie I take it, and we certainly would invite your comments on what you would like to see on public television.

Mrs. Wright: Thank you. Thank you very much for inviting me to testify today. I have some very positive feelings about public television in general, and certainly about WQLN in particular, and I would like to start out by saying that my particular family's average viewing time of WQLN is 2½ to 3 hours daily. This greatly increases, you can probably guess from that I have small children, this greatly increases when some of our favorites are on, the adult favorites that my husband enjoys watching. In my opinion public television programing gives the viewing audience the opportunity to see artistic excellence in musical and dramatical productions, and uninterrupted productions, and this I think is really a key word for us. We enthusiastically support also the sports programs that come to us by WQLN, tennis in particular and the wrestling.

The educational programs for children, of course "Sesame Street," "Mr. Rogers Neighborhood" and "The Electric Company," and we appreciate the availability of your national hookup to bring us Martin Agronsky and "Firing Line" and "Wall Street Week" and "Washington Week in Review." The programs of local origin I think give us strong indication that WQLN has a great community conscience. I refer to the weekly viewing of the School Board of Erie, "Pace" and the new program "Community Reports;" and I would like to take this opportunity to compliment WQLN on its willingness to participate in untried and innovative programs; and the example I would like to cite is last year's Youth Adult Communications Lab which WQLN co-sponsored with the Mayor's Office of Community Affairs and the Junior League of Erie. This was a 24 hour communication project. It was an experience and an experiment to bring together youth and adults to attempt to bridge that generation gap. Noting that a television program doesn't create change, WQLN has continued to share in the follow-up commitment of the Junior League of Erie to encourage the implementation of recommendations for community and institutional change which came out of that program. The Junior League follow-up team participates weekly in the "Community Reports" series, and brings to the attention of the public about the changes which have occurred and should occur; and finally a couple of recommendations. I feel almost like an echo of the gentleman that was here just before me because I would like to see our station move in on these controversial issues. I would underline of local interest I think that we have an obligation to present both sides, to educate and enable our citizens to make a more effective evaluation on an issue. And in programing for children I would like to see more dramatic and

musical productions on television.

Mr. Radov: Thank you. Questions?

Mr. Leonard: Yes I would..... On the issues thing, representing the state network at this hearing, I would like to inquire as to what value you would place on coverage of state governmental, you would almost have to say particular kinds of issues, what's going on in Harrisburg? What the legislature may be up to or not up to at a given time, what laws are being considered, what the issues and points of view are. As to where that would fit on some sort of scale of priorities if one gets pushed into having established priorities.

Mrs. Wright: Definitely. I think it has a very natural fit, and public television I think could be a great service by bringing an issue of state importance to the public eye.

Mr. Chitester: Sally, in the area of the programing for children you said more dramatic and musical programs. You're not necessarily recommending that at the local level, or are you?

Mrs. Wright: You mean performances done? No, I do feel that living in the community here that Erie is kind of a self-contained community. Many of us do not have the opportunity to take our children to dramatic productions, if we lived in a larger metropolitan area. And I think public television could bring this to us. I would like to see it happen.

Mr. Chitester: So at the state wide level, assuming resources being available, we're talking about money I guess, and what money can get you in terms of staff and creativity; if those resources were available, then a series at state level you would feel would be a high priority.

Mrs. Wright: Yes.

Mr. Radov: What would think of since public radio on our FM we are now producing the operas on Saturday.

Mrs. Wright: I know you are yes and I support it tremendously.

Mr. Radov: Now we have to ask Dave is there a possibility of producing that on a state level or would that take again an awful lot of money?

Mr. Leonard: Well, if you are talking about trying to cover the Metropolitan on television I don't know if that has been attempted to date, and I am sure it would cost a great deal of money to institute. There have been some opera productions done on television; these generally have had to be restaged in effect for television. The effect of covering a stage event by aiming a camera at it is not the same as hanging a microphone out in front and broadcasting on radio. So that for television these things these kinds of productions generally have to be totally redone in order to make, well just plain to make sense on television. It is very difficult to translate them. I'm sure that the Metropolitan Opera and a number of other very

famous and high quality performance groups have nothing against doing such appearances on public television as long as every one gets adequately paid for doing the job, and that's where our problem is. It is very expensive to produce dramatic and musical dramatic types of programs because the talent has to get paid for work, and it's a lot of work and a lot of time involved in producing these programs. Hopefully there will be more of them in the future. The National Endowment for the Arts is very much interested in looking at public television as a way of both increasing audiences for the national companies which they are trying to foster and also, through the same process, helping to support them so that they can continue to exist. As I understand, there is even some question as to whether the Metropolitan Opera can continue to exist with the present financing it has and that a broader public for the Metropolitan Opera across the country might well be one of the ways that would help them continue to exist and public television is one of the things they are at least considering and hopefully they will find a way to help make it come true.

Mr. Chitester: Sally do you in your family..... have you watched the Story Time of listened to, see that tells you how addicted we are to television, listened to the Story Time program Saturday morning on WQLN-FM?

Mrs. Wright: No.

Mr. Chitester: In other words do you..... My reason for asking was that do you feel radio might well serve some of the same needs because

radio has considerably different economics, and particularly in the area of dramatic programing, not so much musical, although musical somewhat too. The costs of television are extremely high, whereas to do a radio dramatic program, children's programs or "etcetera", it is quite economical; and I wondered if you felt that's a way to go. The state network has the physical capabilities although they are not being used at this point for a statewide interconnection of our FM radio stations.

Mrs. Wright: I think it would take a lot of educating of our young people to get them to listen instead of to look. They are just so geared into that. It might be worth a try.

Mr. Radov: I was going to ask your reaction to your statement on local issues: you'd like to see both sides of the issues presented on things that are controversial issues. We have a problem here because we don't only serve Erie and Erie County; we take in the Crawford and Venango Counties and so people might not be as interested, and we really have to be careful. I agree with you, but we do have to be careful how and when we can present our particular dirty linens to the public; so this is one of the reasons why we can't get into more local issues. Isn't that correct Bob?

Mr. Chitester: That's part of it. Or put it another way, once the funds are available we're still going to have the difficulty of the limited time on the air and all the areas that have local issues; and some of them, like the Union City Dam thing, is of interest to everyone in Erie County but others are very localized and yet to

that particular community they are very very valuable and of great concern.

Mr. Radov: If there are no further questions we want to thank you for taking time to come up here and giving us your thoughts. We'll take a break. We certainly welcome Mrs. Jessie Schilken, Director of the Erie County Library, to help us resolve a few things on a state and local level.

Mrs. Schilken: Well thank you very much. I would like first to publicly thank you for asking a librarian to come. Librarians have been notoriously famous, I guess, for not getting into the social scene at all. We've been backsliders and I don't think there is any longer line between two points than that between the public library and the public television media that we should be serving. I do have very strong feelings about public television. In my job I naturally don't have too much time for watching or viewing, and I suppose my position is taken from the standpoint of a librarian primarily because most of my time is spent with that. As far as actual programing is concerned, not being able to see all of it, I am simply saying what I think I would like as a librarian and where libraries relate to public television. Probably the program I like the best is Bob Cromie. This I never miss and the library related very closely to this because we had our followers who would always come in next morning and say, "do you have the book?" So we were very careful always to watch the program and make sure that we had the book so that we can provide the information that they needed. Because the libraries have been very lax in relating to

the public I think this is the natural medium where we should be moving. I would like to see lots of things. One is a long range sort of a plan; it's a video reference service, which is not impossible in this area. In Casper, Wyoming I believe it is, there is county library which is doing a beautiful job in just this very sort of thing with a very small relatively small amount of money being put into the local library, but hooking in or whatever the technical term is with your public television. This is something I would like to see. I don't think you'd find any other broad base of information that you will find in your public library. This is the key right here. We have programs on a minor scale which attract a few people relatively. We have childrens programs. We have small discussion groups. These are all keyed perhaps to something that they might have seen on public television. I myself like it because you get news or entertainment, whatever it may be, without the interference of the Dutch Cleanser and the soap powder which annoys me tremendously; and I suppose it is one reason why I much prefer WOLN just for that one reason. But I do feel that libraries should be having a very strong part to play as public television develops. Not knowing the means of doing this, the technicalities, I'm only a librarian not an engineer, but I do feel that these things are possible and that our public libraries, our local public libraries in both counties or in the viewing areas that you may have, have tremendous resources to offer. These are the areas that I think should be really explored. It's mighty important to us and I think it's mighty important to you and in the long run to all the people in your viewing audience. It stretches their minds a little. They simply are not aware and this brings it all up into focus.

Mr. Leonard: One of the things which many of us in public television have been trying to do for a long time, and once in a while it's successful, is to realize that a public television program may call attention to a problem or a question or an issue or a subject or whatever but even if you ran a program for 24 hours you would not provide all of the information that a great many people are going to want. You may get them excited and interested in the subject or the issue or whatever; and really what we ought to be able to do is to send them to the public library, to those people that do get that interested in a subject, to follow up and learn a great deal more about it. It seems to me the public library is one of the best educational assets that public television has for helping people follow up, because public television cannot be everything to every person.

Mrs. Schilken: This is very true. I do feel that this is where the closer working relationships should lie, and it can be inexpensive, it can be relatively simple to relate some of our materials to public television, whether it be in the field of sports, economics or what have you. With such a tremendous source available it just a shame, I think, that not much more than twenty percent of our people are even aware or taking advantage of the technology that is here. Libraries are moving out now. We're no longer the cloistered places. They can be pretty free and wide in many areas, and I think this is where we can fit into this type of picture, whether it be in programing as I said before, there are excellent programs coming out of libraries. I had just come from Meadville and they had an excellent display of childrens puppetry down there.

This is the type of thing I think should be out. There were fifteen people watching this. Very professionally done. These things should be tapped into. The programs and resources that are there. I guess I am just a crusader trying to get my noise around to and one voice crying in the wilderness but maybe this may help.

Mrs. Haller: I always have been fascinated by the fact that television fed the library readers because of the mention of a book. We used to think they were taking the readers away from books where that really is not true is it?

Mrs. Schilken: No it works just in reverse. I think many librarians felt when that when TV first came in that this is horrible, they are stealing our children, but this is not true. They see it on the television and they immediately come in, whether it's a movie or crazy thing that was just written for the movies. Immediately, they come into the library and want the book and there is no such book, so we begin to capture a new person that way. We guide him into something else, hopefully that he will enjoy.

Mr. Chitester: Would it be possible.....this video reference service that you mentioned. I'm not sure exactly how that functions Mrs. Schilken, but I was wondering if both at state and at the local level if it wasn't possible..... perhaps one of the ways that the follow up could be served, in addition to using the resources already at the library, Dave, which you mentioned, would be somehow or other use the library as possibly the answer to the question that we get so often; I see Paul Brown our Program Manager

in the audience; is when can I see that again, or I heard about that program and I missed it; and I wonder if it might not be a future possibility to use the local library as a repository in a sense of the video cassette type recordings of programs we've aired. The viewer could then call us and say "gee we missed that." We'd say, "well the local libraries have a copy, why not stop down at your convenience and use their facilities?"

Mrs. Schilken: This is a wide open field.

Mr. Radov: Tremendous. Do you have the facilities now for this sort of thing?

Mrs. Schilken: We don't now but we'd hope to have some facilities in about a year and a half or some such thing.

Mr. Leonard: There is a project being done by the Public Television Library in four or five or six different libraries around country under the title "Have You Watched a Book Lately?" which involves just this kind of thing with programs out of their library, that is out of the video tape library which is a broadcast service library. They are being placed on cassettes in public libraries and promoted for people who come in and look at the programs. This carries it one step further which capitalizes on the fact that it has been on the air and it has public attention right now and if it could be available to those people who didn't catch it or want to see it again while it's still fresh in their minds, that would be another big plus.

Mr. Chitester: There is a problem there Barney. That's copyright. Dave has dealt with library service in our business. He was formerly head of the ETS Library, is that correct? It has been so long that I forget all those things, but in anycase copyright is a question there that we would have to deal with in the same way that you would have to deal with it relative to xerox and things like that. But it's one that I would be interested in pursuing. Perhaps if we would get together and pursue that.

Mrs. Schilken: Fine.

Mr. Radov: I think that's a very interesting comment on the libraries, and I think it has a great deal to offer. And I hope that the libraries will become uncloistered and so will our librarians. And we thank you for coming here today, and we hope you will continue being a friend to our station.

Mrs. Schilken: That you have no doubt about.

Mr. Radov: This concludes our broadcast, or our taping for today, and we want to thank Dave Leonard, Marion Haller, Bob Chitester for being with us and of course all the others: Lloyd Kaiser who came here from Pittsburgh, and Ted Junker who had to leave a little earlier, and Eliot Goldstein who is Dave's sidekick on this. He just sits in the background and we hope we will get a lot of good things come out of this.

Saturday Morning February 16, 1974

Mrs. McNab: This segment of our joint hearings, for our PPTN Commission and WQLN here in Erie, we have different people that are serving on our panel, and I would like to introduce you to them at this time. To my right first of all is Mr. Bob Chitester who is the Manager of WQLN, Mr. Robert Scarpitti who is a board member of WQLN, and Mr. Leonard who is the General Manager of PPTN in Hershey, and I am Marty McNab, a volunteer and a board member of WQLN. First of all, we have at our hearings this morning Mr. Ronald Wilga. Mr. Wilga is the Director of Informational Services for Millcreek Schools, and we are very pleased that you have come. We would like very much to hear what you have to say, Mr. Wilga.

Mr. Wilga: Thank you. I would like to thank the panel for inviting me to speak this morning. My comments will be rather short. One thing in public television or educational television that I would like to see done is have a program, possibly every two weeks, every three weeks, once a month, dealing with the different educational aspects within the different educational systems or connecting it with some of the institutions of higher learning in this grade area. You have to realize that in this area we have quite a few colleges with all sorts of different new programs, programs that the public are not aware of. Also in the elementary and secondary schools, these systems have new programs again that the public is not aware of. I would like to propose a program that will deal in bringing in different people to speak on different programs, schedule type program so that people would know that every third week at nine

o'clock in the morning we're going to have this program and today we are going to, let's say, talk about the Erie School Districts Day Care Center or Millcreek Schools Intermediate High School. How does this new aspect or how does this new building affect the students, because a lot of people walk into this beautiful building and right away they think, "well gee how is this different than the traditional classroom?" And I think if you had a program of this nature on a scheduled basis people would learn to watch it and I think they would get an awful lot out of it.

Mrs. McNab: Do you feel that when you say that every two or three weeks on a regular scheduled basis.....

Mr. Wilga: On a regular scheduled basis, right.

Mrs. McNab: Well are you thinking then in terms of, you know, like elementary and secondary schools?

Mr. Wilga: Elementary, secondary schools and also colleges. A very good example of this is this new math. You hear a lot of controversy over this new math, and I think if we could get a program of this nature you get somebody on this program and they talk about new math but talk about it in laymen terms, not in educational jargon that most people don't understand; and if takes one program, two programs or three programs to get it across I think that this is important and this is what ought to be done.

Mr. Chitester: Marty I have a question for Ron. Since we're

concerned and interested Ron, interested in terms of program potential at the local level as well as the state level, I wonder if the type of thing you're suggesting, do you see this as being extremely locally oriented or are the problems or the programs and the efforts being made in education, do they tend to be similar state wide, so that therefore a program of this type might very well be a cooperative production at the network level reflecting the activities that are going on throughout the state in this area.

Mr. Wilga: I see the problem as statewide, but you have to realize that in this area we have a nucleus of colleges. Look at the amount of colleges that you have in this area with all different types of programs. Look at the school systems we have: Erie School District, Millcreek School District. You have Penncrest, Union City, Corry. You have Crawford Central. You have a nucleus here of large school districts having their own problems if you will, that I think you have to deal with probably this section individually; and when I'm talking about this section I'm going as far down as Meadville. Probably over to Corry and then Erie, greater Erie.

Mrs. McNab: Northwest District.

Mr. Wilga: Northwest District.

Mr. Leonard: I would like to pursue with Bob's point of view just a little bit in terms of not necessarily the particular kind of program you're suggesting, but open it up a little more to other kinds of things within education to see whether or not there are

areas that you feel might be lacking in terms of information or programing which you might be able to provide from other areas of the state, and some ideas that have been bandied about, for instance would be some sort of regular report across the state from the Secretary of Education's office and his various staff people as to what directions they are taking, what the latest regulations on, you name it, happen to be, and how this might or might not affect the various local areas as things are developed by the department of education. I wonder if you would see value in that kind of thing or any other areas, any other possibilities along this line.

Mr. Wilga: I would see value in something like this but again I think you have to take care of the problems in your own backyard first and educate the public about things that are happening in your own backyard first before you go on a state level.

Mr. Chitester: Quick question there Ron. Do you see the kind of activity we do relative to, say coverage of the Erie City School Board Meeting, do you see that as an element within this attempt? In other words do you feel that's a valuable aspect of what you're talking about if we were to expand it into other areas.

Mr. Wilga: I think it is a valuable aspect but again the type of program I'm talking about, I don't think you would probably want to incorporate something like that. I am looking at this program as strictly a program whereby we're going to educate the public about things that are happening within the various school systems. You have occasion, I'm going to harp again on this new math because

we've all heard, it we've all heard it many many times, parents don't understand the new math, don't understand the concept of it. They say, "my god here is my son or daughter in fifth or sixth grade and he can't add a column of figures. Well now why? What is this new math? What is it going to prove later on?" And I think if you have programing, that you had people on this program that are going to explain it in the layman's jargon, that's the important thing: layman's jargon, so that people can understand what the teachers are trying to get across with this new math and in the end result, what is going to be the end result.

Mrs. McNab: Well, since Mr. Scarpitti is a math teacher and this is his expertise, in doing something like this would you say that a program on this or would you be involved? Is this a possibility?

Mr. Scarpitti: I think this is of interest Marty because I am very much concerned as a fifth and sixth grade math teacher that my parents understand what we're trying to do, and I think it's of interest that just week Millcreek is on what is called a differentiated day and so that four of the five days are lengthened so that on Tuesday afternoon these kids can go home at 12:30. We have the afternoon for planning, for working on programs and for working with parents; and this past Tuesday I had a rap session, and I invited all my parents of the 108 math kids I have to come in. Thirty of them came in and we spent the afternoon talking over what their concerns were, what they didn't understand, how I could help them to see what we were trying to do, and I was probably one of the more rewarding things I've ever done in teaching. And if you

get involved with a program like this I as a teacher would like to see you perhaps not just bring in an expert that can talk about the new math, because I think as a teacher I have been to many workshops and we hear experts, but I want to see that at the so-called grass-roots level. I would like to see perhaps involve some parents. To have perhaps a taping of what I did this past Tuesday with thirty parents would have been perhaps more meaningful than bringing in an expert.....

Mr. Wilga: And also to explain it in layman's jargon which is very important.

Mrs. McNab: Well I think that's a very good suggestion. I certainly appreciate your sharing your thoughts with us on this. It is very important to us. Of course that's why we're having the hearings. We really want to know what you as a.....you work in Millcreek and what the people in that area local area really feel that is worthwhile and it certainly will be giving us some food for thought and we certainly will give it some consideration. Thank you very much for coming to our public hearings this morning. We appreciate it. Thank you. Our next guest at this time is Dr. Lamberton. Dr. Lamberton is the immediate past president of the Erie Medical Society, and we are very pleased you came out Dr. Lamberton and we would like to hear a few comments from you.

Dr. Lamberton: Yes, I think naturally the first thing that comes to mind when I think of Channel 54 is the Killer Series. The first one I sat in on was the one on Genectics or Birth Defects and I

was impressed with the authenticity of it, the lack of any pretense about it. They told it like it is. They told it in language that the average person viewing could understand. The subsequent ones that I've seen on Pulmonary Disease and Trauma have been excellent as well. There is one remaining. Its on I can't remember what it's on. Cancer. That certainly should be a must on everyone's list. As far as Channel 54 in general, speaking not just as a medical person, I think the thing I have enjoyed the most over the past years was "Masterpiece Theater" and especially the series on Henry the VIII. Also being a devoted Nittany Lion, I enjoy "TV Quarterbacks" on Wednesday too, and of course I'm sure it will continue with us as long as Mr. Junker is associated with you. All in all I must confess I probably don't watch 54 as much as I should, and I must confess I probably have missed some very fine programing. As to what I would like to see personally from a medical standpoint I am really not sure. Perhaps what I might come up with sort of off the cuff is, if we could somehow combine politics and medicine which is something that turns people off a little bit, and I don't mean politics perse but perhaps legislation, that today the practice of medicine is more and more influenced, although not governed, by what happens in Harrisburg and what happens in Washington, and I think that our local legislators on the Harrisburg level have been very cooperative with us this past year, and I think people like might to know the pressures that are brought to bear on them for certain health legislation. Naturally what goes on in Washington gets a big play and today we're faced with what kind of national health care are we going to provide, are we going to provide the type that Senator Kennedy wants with the cradle to the grave type

of thing, or will it be something like the President has in mind: you pay according to what you can afford, or something in between or mixture of it. I feel this would be worthwhile project for Channel 54.

Mr. Leonard: Looking at this from a state viewpoint since I come from the Pennsylvania Network and one of the things we are trying to do is to determine what kinds of things people across the state would like to see or would be helpful to them and that we could bring in from other parts of the states, and this is a big part of what the network is all about, being able to share the resources of, say, the Penn State Medical Center at Hershey or the hospitals and medical centers in Philadelphia with people involved in medicine in Erie and all other parts of the commonwealth for that matter, do you have any thoughts in ways which this kind of service might be of help to the medical profession, which I think is getting a little bit away from helping the general public understand medical problems and health problems?

Dr. Lamberton: You're speaking now as to what would go on the air from Hershey or Philadelphia?

Mr. Leonard: Yes, as to whether or not you would see this being a valuable service or whether it's not all that important?

Dr. Lamberton: Well, I do think it's important. We like to feel that even though we are isolated up here in the corner of the state that we do have a medical community and a set of hospitals that do

things as well as they do in Hershey and Philadelphia. However I think that, just from the top of my head here, that perhaps there would be some value in finding out what's going on in research? What's new, in other words, in medicine and in surgery? There are certain, obviously, things that are being done in Hershey and Philadelphia that aren't being done here. One thing that comes to mind is the hyperbarrack chamber where they operate on people at two or three atmospheres rather than at normal air pressure. Naturally there perhaps is more being done in the subspecialties of medicine in these medical centers as opposed to Erie. This would be beneficial to both the public and the profession.

Mrs. McNab: Dr. Lamberton, one of the programs I feel that has been very well received is "Dentistry Today" by the dentists. Now I noticed that it's on early, like 7:30 on Saturday morning, and this has been running for some time and I think it has had a very good reception by the dentists. Do you see anything of this type of thing being helpful to medical physicians or surgeons etcetera? Do you feel..... it's quite technical.....explanations and all..... a lot of money? The American Dental Association has put a lot into this. Do you see any thing like this in your field of medicine that might be helpful?

Dr. Lamberton: I must confess I am not familiar with the program.

Mrs. McNab: Well it's quite technical although it has quite a bit of laymen's responses.

Dr. Lamberton: I would say this, that our state Medical Society has a very active communications division, and I'm not sure what their context is but many things available on video tape. I'm sure that between public television and our State Society that something like that would be of benefit, by all means. It is a little to big for us on the local level to handle but statewide....

Mrs. McNab: Well this is national, on the "Dentistry for Today."

Mrs. Chitester: Since we have already mentioned the Nittany Lions I think we ought to get a plug in for the Pitt Panthers. I don't have anything to do with either of them being a University of Michigan boy myself, but that program is conducted by the University of Pittsburgh Dental School and is part of the Lake Area Health Education. But I did have another question along those lines, that inservice education is one aspect of that; what about educating the layman, not only in a sense that the "Killers" program, as we're trying to develop it here and as I know you are aware Dr. Lamberton, where we raised the awareness and sensitivity to personal health, and what one can do before one gets to the doctor to stay healthy, is there a value to doing things which will help the layman understand more about what happens when he does get to the point of contact with medical services, so that he can better understand what it is that the doctor is going to be doing for him, not in a technical sense but in a sense of the relationship that ought to exist and how the individual ought to approach medical care? Can that be a beneficial type of thing?

Dr. Lamberton: I am really not sure about that. I think that all of us in medicine feel that the more it's a one to one relationship the better that any person, whether he is actively ill or from the prophylactic standpoint, should get that sort of information from his physician or from someone on his physician's staff.

Mr. Chitester: I had in mind things like making the, you know, very simple and fundamental things like making the decision: is it time for me to go to the doctor or not; in other words am I wasting the doctor's time or am I not, you know? I think a lot of people go through that dilemma, and I was wondering if maybe there is some way that we could provide some guidelines or some assurances or feelings about how you make those decisions.

Dr. Lamberton: Okay. I may confuse the issue more by my answer because it is what I tell people when they ask me this. It is somewhat hypothetical but there is enough truth to it. If you took the ten outstanding diagnostic physicians in the country and asked each one of them individually, "what do you do for your patient as far as prophylactic or preventive health care is concerned?" And you would probably get ten different answers with a full 180 degree turn from one guy who says you should come in every six months and have the works done, to somebody else who says that's all a waste of time, just come in when you are sick. Now this precludes the pap smear and that sort of thing, but I think, and I think I can speak honestly for most physicians, I don't think there really is a standard set as to how often you should go to the doctor. It all depends on what your history is for one thing. So we have to again

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individualize everyone. We can't just say everybody should have a physical every year because that's not true. Some people need it more often than that. Some don't need it that often.

Mrs. McNab: As you know Dr. Lamberton, as a follow-up to "The Killers" we've been trying to inform people of the services provided. We would have in mind and we discussed earlier about a follow-up or some clinics or something to follow up this series. And I detected in your first statement that you really feel that our station should concern itself, you would like to see more information about our hospitals and the services available in Erie. This is what you're saying. I am amazed at..... I would think I was well informed but you know until you get into something I had no awareness of as an example, what The American Cancer Society will do until recently, and I think this is the type of knowledge on the local level, if we have a problem where to go; and I do think this is one of the most helpful things. I think the controversy that we have had between the two hospitals, I think it's very important for the people in the areas to know what hospitals provide what services, because unfortunately you are always in kind of a panic when you need these services and the better acquainted you are with it..... I think this is very helpful for the people in the areas to know what's available because there is so much more than most people realize. Where to go to get the help? That's what I'm trying to say.

Dr. Lamberton: Well again I always go back to the physician patient relationship and the primary physician, be he a family physician,

an internist or pediatrician, should have this information available for whenever the patient needs it. Unfortunately like most communities, we are lacking in primary physicians. There aren't enough young physicians going into these specialties and this is one problem we are facing.

Mrs. McNab: Certainly our services in the hospitals for emergency rooms where you used to think of only accidents, things of this type, that has changed so in the last few years that you can go there and get the help that you need because you can't always reach a specific doctor. I think that is a wonderful service. Were there any other questions? Dr. Lamberton?

Dr. Lamberton: No I have none. All I can say is keep up the good work.

Mrs. McNab: Well thank you very much and you are very kind to come out. We appreciate your coming out to our hearings. We have a new panel member who has just joined us, Mrs. Frederic Murray, who is a member of the Board of Directors of WQLN. We are very pleased, Margaret, that you could come out and assist us on the panel. Our next guest is Mr. Joseph Borgia, who is a Chief Plant Steward of the Local 506, United Electrical Workers. We are very pleased that you took the time to come out and we would just love to know..... would you like to make a statement to start off?

Mr. Borgia: Well, I was pleased to have Mr. Martinucci call me to participate in this and if you want me to open up with that I can

open up with that.

Mrs. McNab: Fine.

Mr. Borgia: I think there are some things that I would like to see done here at the educational programs, I think Channel 54. If that's the opening statement that's it.

Mrs. McNab: That's fine. What feelings do you have, Mr. Borgia, towards programing or what type of thing would you like to see our station, since it is a community station and the people of our community own our station, contribute to us, keep us going, what would as a member of our community like to see WQLN doing?

Mr. Borgia: Well I would like to see them participate more in awareness programs: programs that make the public aware of such things as the government. There is a lot of people who are not really aware of how the government operates and how it works, what happens to a bill and things of that nature. Some of our legislators are criticized for some of the things they do, yet we don't know the full picture of how the process really is. I think a lot more political programs, getting the public more insight on how the government really works statewide, the local government and federal. That kind of a program. I too would like to see some programing that would provide the public with knowledge of the organizations that provide services for our people in the community. Like I know the United Fund at times is criticized for many things, but a lot of people don't really know what they really to out to do for the public. And I

think those kind of programs, they'd be of an advantage to everybody concerned with what's going on around their community and what's going on around the state and the nation. In so far as my particular organization that I belong to, I'm a union leader. I think people are also not aware of what unions do. I know there is a very bad image throughout the nation because of some people getting the spotlight, like the top labor leaders in the country, they're not really leaders in the sense of the word; some are known as statesmen. They draw enormous salaries and people cannot associate with that kind of an individual and call him a labor leader. Labor in general is there for a purpose. I think throughout the entire United States all segments of society organize into something. It may not be called a union but it's a union. The Association of Manufacturers, that's a union. The Reserve Officers Association in the United States Army, that's a union. They are all unions. They don't want to be called that because it's not the nicest word in some circles, but I feel that today, especially today with all the problems that come up with the crisis here, the crisis there, that people got to be made more aware of these things. They have to organize and citizens period. This is probably the only way we are going to get out of the mess we are in. We have to have organizations comprised of maybe just people of the middle level of our society that seem to be the silent majority, if you please. If they organize and speak their peace maybe we will get our country in shape again.

Mrs. McNab: When you were speaking of the government in the first part of the thing that you mentioned, you were speaking more on

Pennsylvania Government, you were thinking of legislative on the state level?

Mr. Borgia: Yes. We're fortunate in this area to have some pretty good legislators. We had one here with us, a friend of mine. I think we're fortunate in the respect that they do pass on information to us. There are areas though that I'm quite sure don't have any idea what their legislators do. For instance, I'm sure that a lot of people don't know that the majority of the legislators in Pennsylvania are comprised of lawyers. They have other jobs you see. I think some of ours are pretty much full time to the job, which are fortunate. They are full time, devoting their time to the job, which even though they do down and they may get involved in some bill, they still have to deal with the rest, of the body. They can't pass things unless somebody agrees. So we're fortunate that our legislators are that way but it doesn't hold true with the rest of the state I don't feel. I think if we let the public know, especially when they go into session. If there is some way that educational TV can get to their sessions to broadcast a specific bill like the one that's being tossed around right now which happens to be the 1843, the welfare bill. There is a lot of controversy on that. Those things ought to be publicized, brought to the light, not after the fact because you'll read about it later on and you'll write to the editor like I do occasionally, and that's as far as it goes. So those kind of programs I think would be very very educational for people. At least it would make them aware of what their people are doing.

Mr. Leonard: I was going to ask whether or not you felt that there was enough information available now as to what was being considered in the general assembly? What bills were up? Whether the need is to learn what the arguments are or whether also there is a need to learn just what's going on?

Mr. Borgia: Well, there is need to know what's going on. I may be aware of some of the bills. As I say our legislators do keep in touch with me because of organizational activities at the union. They send us literature. We get a newsletter everyday from the governor's office, and our legislators send us newsletters also, but not the entire public knows that. The paper or the news media prints some of the material but it's not always..... because it doesn't make good reading you know unless you are really up in arms about somebody taking your tax dollar away which happens to be the case most of the time anyhow. But as I said we're fortunate here but that's not true all over.

Mrs. McNab: Well thank you very much.

Mr. Chitester: Well excuse me I have a couple of questions. Joe, I had a couple of questions. One, I wanted to pursue the legislative question one more very quickly in this sense. In your comments you are, you would feel from what I gathered, that coverage of the actual legislative sessions would be valuable and in addition to explanations of the processes involved. Of course we have to ask Bob and his colleagues to grant us the permission to do that. We will have to work on that one together. But because we have been

exploring that and I know Dave at the state level. Our questions are: How do we best provide the information relative to the legislature. Do we cover the hearings or do we do it through interviews with individual legislators? Do you have any observations there?

Mr. Borgia: Yes, look what Watergate has done. They had much of the programing on and it was dry at times but yet it was interesting enough it made people aware of some things that are operating in the federal government. Now I don't know if this would uncover any Watergates in Pennsylvania. I hope we don't have any. But it certainly would make people aware if there is a bill coming up that's going to be of value to most people in the state, like the welfare bill; it's certainly of importance. There must be some dialogue could be disseminated through TV to the public. I won't say the entire proceeding has to be broadcast but there are aspects of it, much like you do down at city hall.

Mr. Chitester: I was going to ask your reaction to that, about our local coverage.

Mr. Borgia: Well that's interesting. Like the school board thing you know, that's very interesting to people. But those are things that should be..... those are awareness programs and that's what you should concentrate on.

Mr. Chitester: I have one other question related directly to your association with union work and with labor, and I understand that this particular local of the IUE is the largest local in the United

States.

Mr. Borgia: It is the largest local of the United Electrical Workers.

Mr. Chitester: That's what I meant.

Mr. Borgia: Well we take pride. We have pretty much of a democratic type union here. A person does not have to belong which is unfortunate. I feel that an individual should belong if they are going to participate in receiving benefits or whatever, you know comes from the union's activities. One of the things that has always has hurt me is the fact a person working in the confines of, say the General Electric, that belongs to a union, there are some that don't. Now we go out on strike. Those same people that may go into work, they'll work during the entire period of the strike like we had in 1969. After the completion the individual on strike loses. Bear in mind you are not gaining everything but in the long run you gain something but for that moment you are losing. However these people that don't belong go into work. Upon completion of the strike and a settlement is reached and benefits are derived, they also benefit. Now I don't feel that they should. I think that there ought to be a law that if a individual wants to belong to a union, fine; if he doesn't want to belong it's just as well he doesn't. However he should not gain from my going out to battle for something that I feel is justified in an argument with the company. There should not be a recipient of what I have to go out after.

Mr. Chitester: That's an interesting observation. I hadn't looked at it from that point of view. Let me raise a question that relates to us in that regard. One of the things that I personally have been interested in and I think other members of our staff, is at some point reaching a relationship with a local industry and a local labor group which would allow, so they would have confidence in us professionally and otherwise, so that we might even begin at some point to do some coverage of some negotiations, because as a lay person and a person with a non-union background, that's an element of our society that I really feel quite unknown to me. I think it would be awfully valuable for the total citizenry to be able to see what goes on in labor negotiations. Is that a possibility do you think? Do you think that can be worked out?

Mr. Borgia: I attended one for the first time last year. I had never been to a negotiation before although I've been an official for quite sometime and a member for over 25 years. But last year was the very first time I attended a session where we negotiated for a new contract. And it is interesting. I wish that we could publicize it to see the ramifications that are involved and you are arguing, well you are discussing, what you want and what they can give you. Yes I think maybe that could be done. That there again, just like trying to clear something with the state, you would have to call.....

Mr. Chitester: I understand that.

Mr. Borgia: I would give you that permission, but I'm not sure I

have that say-so.

Mr. Chitester: Well I appreciate that and if I can go a step further while I've got you here in public, I would like to say I would like to get in touch with you to see if we couldn't work something out, perhaps with the UE and if not there, at least somewhere within the labor organizations.

Mr. Borgia: Our next contract is due in three years so.....

Mr. Chitester: We have lots of time to plan. Well I appreciate that very much, Joe.

Mrs. McNab: We do have another question for you.

Mr. Radov: Mr. Borgia, I was very intrigued by your categorizing everything into a unionism: the armed services and so forth which I'd never.....

Mr. Borgia: You didn't know that. They are. You can't organize them like a union believe me but they do have an association.

Mr. Radov: But I think that perhaps you'd also have to call the manufacturers or the employers rather, not manufacturers alone; they have an association, the Manufacturers Association, but also you have employers who are not organized. I think along the same lines that you have presented today it would be interesting if we could also place on video tape or live programing the employers

point of view. Not, only the union point of view of whatever category but let the people know how an employer goes about living and creating a business and maintaining a business and how unionism might effect the entire structure of business.

Mr. Borgia: Well let's face it, without an employer we wouldn't have a union.

Mr. Radov: That's what I meant.

Mr. Borgia: I certainly feel that there is always..... we go into any deliberations with a company there is always two sides of the story. There are two sides to everything. And I have deep respect for the management of large corporations who have to deal with unions in regards to their profits and so forth. Surely there is another side.

Mr. Radov: It's stockholders.

Mr. Borgia: I don't agree with all the things they do no more than they agree with me. By in large I think we have a very good understanding at least in the General Electric works here in Erie. We do have problems but that is only natural.

Mr. Radov: Thank you.

Mrs. McNab: Thank you very much. I want you to know I appreciate your word awareness because I think in public broadcasting this is

a very important word to us. We must have people become aware of what public broadcasting really means in our community. Thank you Mr. Borgia.

Mr. Borgia: You're welcome.

Mrs. McNab: Our next speaker today or the next person who has come to appear before our panel is Representative Robert Bellomini, who is the Representative of the Second Legislative District. We're very pleased that you came to our hearings and we would like to know if you would like to make a statement Mr. Bellomini?

Mr. Bellomini: Yes I would.

Mr. Chitester: Excuse me Bob could I ask a question Marty? I believe I think it would be interesting to have Bob identify his committee activities in the legislature. We had not checked that with him. I believe he is involved in education.

Mr. Bellomini: Yes I am. I would like to tell the panel that I serve on the Policy Committee, the Democratic Policy Committee, the Budget and Finance Committee and also the two main committees that I serve on is the Education Committee and the Professional Licensures. I think all committees are important, but I felt that these two committees have been doing a tremendous job in the last ten years that I have served in the Legislature. I would like to begin by saying that, first of all, I commend public television, Channel 54 here in Erie; and I am going to speak for the Legislature

because we have a program that we call "Roll Call," once a month. And we are making the public aware of the important issues that affect our constituents in this area and in fact the commonwealth. The question that arises among the public is, after we pass legislation, they condone or condemn the legislation that we pass, but with this program that has been put together here on the public television, has been a tremendous help to us because the public has been made aware of some of the needs and the problems that we are running through with legislation and we do receive a lot of mail. And make people aware of how they would be affected by this type of legislation. And naturally this helps us make our own decision in the Legislature. I listened to your last speaker and I thought he did a very nice job and he said that maybe public television should come a long ways by actually coming to the legislature with a camera and showing the public what's actually going on in the State House. And it's not that I am going to condone my colleagues or condemn the House of Representatives, but I want to make them aware of..... well just an instance: last week we went to work at 9:00 A.M. and we adjourned at 9:00 P.M. And specifically we were on one piece of legislation all day and that was the Health and Welfare Bill. Now it would be very boring to the public, I would say, as to some of the amendments that are put in. Now each legislator has an axe to grind in his area. You will find some localities in Philadelphia or Pittsburgh are made aware of the fact that they need more help than the other areas throughout the state; and naturally it would be the position of a legislator to try on a monetary value or an adjustment in the welfare department to amend this type of legislation. It is a process through a lot of speeches,

a lot of voting and then arguments for or against the amendments, it takes up a lot of time; and really to get to the nitty gritty of any legislation I think the most important thing, if there is ever a suggestion that public television wants to do a world of good for any constituents throughout the commonwealth, I think the proper place is that when we do have hearings throughout the state and, whether we have an educational hearing which pertains to the Health and Welfare Bill or the Health and Welfare Committee goes out throughout the state to get the general feeling of the public, that's where I think the importance is for the cameras. Is to adjust themselves to those hearings because those hearings are mostly time limited; and then the people can see exactly what's going on. If this is programmed in the future I think the chairman of the committee can start out by saying this is the type of legislation and what it does and explain it, and then go into discussions. I don't know the camera peoples business, that's not my line; but they can pick the few out that have comments or observations about the legislation and this way the public can make up their own mind as to what's right and what's wrong. As far as I am concerned the public gets education..... the broadcasting things been on for five years now. It's actually in virgin territory and it's been doing a tremendous job and I have always been in favor of funding this program. I think it has been doing a tremendous job. And I say we're speaking for the legislators in our area because I have discussed this many times with them. If there's any questions I would like to be able to answer them for you.

Mr. Leonard: I would have to second, having sat in the gallery and watched the House and the Senate at work from time to time,

that they often get involved with long, detailed and drawn out procedures before they can finally get down to the final vote, and that often a good deal of the debate would seem, to this observer at least, to have wandered off into some field that may or may not really relate to the legislation at hand, and it could be very dull long sessions as you indicated. I get the feeling that there can't be very many Pennsylvanians who have come to the gallery and watched the legislature; and I think that could be a valuable kind of thing just to show how it works and even what the building looks like. These are some of the things which don't really speak to the issue of the legislation at hand but rather to the question of how the legislature works. But I would like to turn to another sort of question we have heard from a number of people at hearings; we're holding these all around the state as you probably know, that some legislators who are really concerned that the public has lost confidence or whatever in the whole governmental process. That there is a great deal of disenchantment abroad and there are a lot of suggestions that we ought to find some way to help explain to the people what the process really is. I wonder if you have any other.....I don't know whether you ought to agree that this is the feeling abroad but if you do, do you have any ideas that you might suggest as to other ways in which we might be able to be of some help in.....

Mr. Bellomini: All I know, as I can only speak through the experience of my own locality here, and I know that Channel 54 has programmed itself to its public education in such a manner that we are made aware of it. The constituents of mine have spoken of it

and they look forward to "Roll Call" that we have once a month; but I do have one subject that I would like to touch on that I think that we could make this station aware of: that a lot of times now we discuss things with voters, something about voting, like getting the voting machine up here and having a by-partisan approach to it: chairman of either party explaining to the public how to vote. Now one time I was talking to a lady in this last election. She said, "I went in and I voted for everyone I wanted to vote for Bob." I said what did you do? She said, "I pushed all the buttons down and then I pushed them all back up and I walked out." Now she's been voting for about thirty years. But this is something that I always, I mentioned it a few times. I said I thought maybe we should do something like this and this is one of the stations that I have always said that I would like to see a program, a 15 minute program or ½ hour program, explaining to the public because a lot of people really are not certain that they are doing the right thing when they go inside that voting machine really, and today it's hard. You know, there's questions put on the ballot today on a referendum basis. These questions should be explained to the public. The news media does a fine job but I think that through public television and our station here especially, Bob, I feel as though if we got out and sort of orientated these people as to some of the questions that are on the ballot, that we can show them that's what right and what's wrong and, whether it's good or not, they are getting an explanation of what's on the referendum. And if you look at past performances as in voting records that a candidate can receive a thousand votes but the question at hand was only answered maybe 50 times. And it probably would help them in the future as to knowing that that was a good question, and

and it could have helped the community that were voting on the question.

Mrs. Murray: I was just going to say would there be any possibility of producing a short on the process of the legislature largely to show the room and, you know, the capitol and how it looks and have that come on as an introduction to "Roll Call" which would say this is where the men work or this is where the legislators work which would tie them into Harrisburg instead of just into the studio of WQLN.

Mr. Chitester: We had a short piece of film that we used that way initially, but it's long since had it. But it is an area that we.....

Mrs. McNab: Are you speaking like of a film clip?

Mrs. Murray: Yes, this is where they work, now they're here to talk about some of the bills that are before the legislature.

Mr. Bellomini: Can I say this? I am very proud of the Capitol here in Pennsylvania. I think we have one of the most beautiful Capitols in the United States. I really do and people that do come down and visit, they have always commented on it and I think it would be very nice if you started the program with that.

Mrs. Murray: I think that possibly with "Roll Call" you sometimes forget that's just when you are here talking about the issues,

whereas most of the time or a lot of the time is spent in Harrisburg working on them.

Mrs. Radov: I don't have a question but I certainly agree with your thought about displaying the voting machine and how it operates, not during the year but just before any election; and bring up the issues and explain to the people the issues and what they mean, what they read on the top of the voting machine and how they can vote for it, because most of the people that go in never read these referendums or whatever they have and to stand there and deliberate and take up the time to the rest of the voters who are waiting in line. I think if people are made aware of what they're supposed to vote for I think you will get a better turn out. I think it's an excellent idea.

Mr. Bellomini: It would prove a point because I think it can move the voters right along instead of going in and just being questioned as to what they are going to do once they get inside.

Mr. Radov: It should be done prior to every election. Even if there are no questions or referendum questions, there are new voters all the time.

Mrs. Murray: Well I think people are embarrassed to ask when they get to the polls, if they have any questions on voting, they think that at that stage they are supposed to know. So they don't want anybody to know that they don't know. Whereas if we put it on the screen and they could sit in the quiet of their own living room and

learn how to use the voting machine it might help.

Mrs. McNab: Yes, I think you will find that at any of the polls, if you work on the polls or at the machines, that at the end of the day when we're trying to get the tally and take it up, or I don't care what district you go into, right there is the proof that how many people have voted and yet you only have so many just yes or nos and you add them up and it's less than half. I have always felt that in Pennsylvania..... When we moved to Pennsylvania was the first time I ever ran into questions that are always at the top and you know you go in and you're so involved in thinking about who you are going to vote for, that it is the easiest thing in the world to forget them and you always.....

Mrs. Murray: Also when you're short you can't see them.

Mr. Bellomini: And sometimes you run into a problem like a write-in vote, you know, and just an explanation like this..... because I've known people that want to put a write-in vote and it doesn't come out on the ballot correctly. It is in the wrong space or.....it seems like this could be very educational really. I am not saying that the public is stupid, it's just they think they are doing the right thing and yet when they get in there their hearts in the voting and when I found that that woman after 30 years told me how she was voting, I didn't have the heart to tell her she wasn't voting.

Mr. Chitester: I have a question about time for political candi-

dates, candidates for public office, Bob. As you know, we've done some things here locally. The state network has done a little bit a couple of times, but we've really, I think we're all kind of in a state of flux on that one. We aren't sure exactly how to handle it. As you know we tried three or four different ways locally to handle it. Do you have any observations about that?

Mr. Bellomini: I think the way it's been handled before: the candidate that is seeking say the legislative seat in my district would be just..... they brought the candidates forward and they asked questions. They prepared them as to what they thought the legislature should have in the forthcoming year and what they were going to do about it if they were elected. And at this point I thought it was very nice. I thought it was educational to the extent that each candidate has their own way of saying what they'd like to do if they became the legislator in the district. I thought that was very educational Bob. You have been doing it very good.

Mr. Chitester: Do you think the state ought to be involved in more activities, PPTN, in coverage of statewide candidates for office?

Mr. Bellomini: Yes that could be very helpful really because here, there are sometimes when candidates come flying into Erie for one day and out they go, and here we have to make a decision whether that's the right man or the wrong man, and I think it would be very proper.

Mrs. McNab: To start on that level.

Mr. Bellomini: To start on that level.

Mrs. McNab: I always enjoy, you know, one thing about "Roll Call" and it's something I have not given much thought to but it always tickles me because I didn't realize, that you all are such good friends and you know each other so well, why I wouldn't thought of it before but you are acquainted and you are familiar with each others attitudes and ideas, and I think that comes across very strong.

Mr. Bellomini: Oh we have our arguments though.

Mrs. McNab: Oh I understand that but I was just pleased to note that you know each other so well. I thought that was encouraging. Thank you very much. We do appreciate your taking time from a busy schedule to come out.

Mr. Bellomini: All right. Thank you very much and it was nice meeting you.

WPSX-TV

Transcript of Public Hearing on Ascertainment

Monday 18 February 1974 at 8:00 p.m.

and broadcast live on Channel 3

List of Participants
Public Hearing
PPTNC/WPSX-TV, UNIVERSITY PARK
February 18, 1974

1. Wilfred Norris of Huntingdon, Provost of Juniata College.
2. M. Jane Reed of Williamsport, representing the American Business Women's Association.
3. Bill Shane of Indiana, State Representative from the 62nd District.
4. William Ulerich of Clearfield, publisher of the Clearfield Progress, member of the Board of Trustees, the Pennsylvania State University.
5. Esther Coppock of State College, President of the League of Women Voters of the State College area.
6. Victor J. Westerberg of Kane, State Representative from the 67th District.
7. Paul Kurtz of Bellwood, retired school administrator and President of the Allegheny Educational Broadcast Council, Inc.
8. Harris Breth of Clearfield, Clearfield County Commissioner.
9. Walter F. Deverter of McClure, State Representative from the 82nd District.
10. Thomas King of State College, Associate Dean and Director of The Cooperative Extension Service in Agriculture and Home Economics, Pennsylvania State University.
11. Earl J. Foulkrod of Williamsport, representing the Williamsport Senior Citizen Group.
12. Patrick A. Gleason of Johnstown, State Representative from the 71st District.
13. Jean Kosik of Dubois, representing the Dubois Chapter of the American Association of University Women.
14. Carol Herrmann of State College, legislative chairman of the State College Chapter of the American Association of University Women.
15. David M. Barron of Lewistown, Attorney.

ANNOUNCER:

Live from the studios of WPSX-TV in University Park, the Pennsylvania Public Television Network presents "We Need to Know," a public hearing aimed at finding out how the network and this station serve the citizens of the Commonwealth of Pennsylvania. Chairman of this evening's hearing is Dr. John O. Hershey, Vice Chairman of the PPTN commission.

HERSHEY:

As the announcer noted, we are here tonight to listen to representatives of the large Central Pennsylvania community served by WPSX-TV tell us about the services that you, the people, would like to see on public television. It's only been a few years ago that the public television network was formed, and during that time the Commission, which was appointed by the Governor, has been busily getting together the network, establishing the vehicle whereby we can bring to the entire Commonwealth the types of programs that we feel the people would like to have over public television. One of the problems that has developed during this time has been that the Commission, while being very fortunate in having a tremendous network as far as the electronics is concerned, has been unable to bring to you the type of programs that many of you would like to have because of the resources -- financial resources -- that are available. But, now, the commission, since it has its staff and has its network, is devoting its entire time and energies to trying to determine what it is we should bring to the Commonwealth. So we're coming to you the people who really own this entire network and asking you "What would you like to have?" and we're trying to establish an inventory of ideas around which we can build programs for you. And so this evening, we here at Penn State are one of seven public television stations that are holding public hearings and asking you to voice your opinions, and tonight we are delighted to have so many people from this area of the state to come and participate in this public hearing. With me this evening is my co-chairman, Dr. Floyd B. Fischer, who is treasurer of the Pennsylvania Public Television Network. He is also vice president of Continuing Education for Penn State. Any opening comments you would like to make Dr. Fischer?

FISCHER:

Well, I think I would. First of all WPSX-TV has a rather unique status as the only Pennsylvania television station licensed to an educational institution, and so we are particularly interested in the views of people as they relate to lifelong learning. On the other hand, the Penn State Television station serves an area entirely encompassed by the Appalachian region which has its own special problems and its own unique needs. We hope to find out more about how Channel 3 along with other Penn State resources can help to serve this area better. At the same time, of course, Penn State has state-wide responsibilities in education and unique resources for helping to meet state needs

FISCHER:

in various interest areas, and we look forward to hearing from our participants tonight how we and the Pennsylvania Public Television Network can be of service to your interests.

HERSHEY:

Thank you very much, and Dr. Fischer I think we ought to introduce our fellow panel members here tonight. We have with us David Leonard who is the General Manager of the PPTN, and along with him we have David Phillips who is the Director of Broadcasting at Penn State and General Manager of WPSX-TV. Now, let's begin with our first person this evening who is going to give testimony as to what he feels public television could be doing for Pennsylvania and particularly for this area of Pennsylvania. We have Wilfred Norris of Huntingdon who is provost of Juniata College. Delighted to have you with us this evening. May we hear from you at this time?

NORRIS:

Thank you, Dr. Hershey. Some of the things I'm going to say may be quite obvious, but there are always important ideas that we must emphasize continually. First, let me state my viewpoint, then I'll draw some conclusions with regard to what I think we need from educational television. I come from a small private liberal arts college. In some way, though not all ways, educational television relates to commercial networks as the small private institutions relate to the large public educational institutions. In a sense, the small college uses the same kinds of facilities and share some of the goals of the larger institutions, yet the private institutions are necessary because they provide a different style of education. They give an option. There are differences arising out of size and sources of support which can be exploited. In American society, we need to preserve the options open to people in order that we do not become a homogenous people, all thinking alike. The day of the great "melting pot" must be superseded by the idea of cultural and individual preservation.

In the world of television, the commercial networks perform a valuable function of flashing news across the nation in such a way that we all become aware of the same event at the same time. Similarly, programs of wide appeal are sent to all parts of the nation. This is an important function. Yet, there is a danger that the medium of television can be a factor in over-homogenizing the people. Public television can and should provide options. The preservation and improvement of our way of life demands that, as citizens, we know what different courses of action are open to us and what the consequences of these decisions will be. Therefore, public television can provide in-depth exploration not only of national issues but -- even more important-- of state and local issues. I have in mind here not only political issues, but more general cultural issues which deal with where we are headed as a society.

There are clearly two problems we face in the exploration of issues. One is that we are unlikely to want to change from our present attitudes unless we see that where we might be is better than where we are. On the other hand,

NORRIS:

we often find ourselves blindly changing in response to social forces without the benefit of continual self-criticism. There is no medium as well-suited to this exploration as television if we want to involve relatively large numbers of people.

I have been speaking primarily to the needs of the citizen as he functions in society. There are other needs of people which can be met to some extent by public television. I think, in particular, about the question of how an individual functions as a person and how he develops in relationship with others. In common terms the problem is how to cope with life, and the problem is expressed at many levels. At one of these levels, educational television probably does very well -- that is in teaching people how to do one thing or another, sewing for example. At another level -- the personal -- comes the personal appreciation of art. This is an area in which television finds itself most comfortable and has rather extensive programs.

There is a third level, however, which is harder to deal with. This is the level of personal choice of life-style and actions. This is the realm of personal development which has a strong influence on the cohesiveness of our society. If this need were entirely met, we would see more clearly the problems, not only of national morality, but of our own individual integrity. As I understand it, the program "Mister Rogers' Neighborhood" tackles this problem directly with the younger set, but the need remains for older groups. The visual media have been a strong factor in changing the attitudes in our society. Artistic productions often lead us to think new thoughts or to see situations from a new viewpoint. However, we should become conscious of what is happening to us. I believe that programs of a critical nature can be useful in clarifying our thoughts and viewpoints.

These suggestions of mine are based on the same assumption I make for the goals of a liberal arts college. Persons who have been educated liberally should not go through life uncritically. An educational institution can only begin the process of examining the life, the society, the great issues. Educational television has a unique opportunity to continue this process.

HERSHEY:

Members of the panel, any comment you would like to make or question?

PHILLIPS:

It seems to me you're proposing a continuation or an expansion of some of the things we're already doing in public television but perhaps not enough. Instead of having just straight educational programs or entertainment programs you're more interested in the give-and-take of both sides of important public issues and questions. Is this what you have in mind?

NORRIS:

Yes, this is what I have in mind. A forum such as this where groups or people from various aspects, in particular the local community, come together to express their views on various issues. I think the exploration would be mutually beneficial.

PANEL MEMBER:

I agree.

PANEL MEMBER:

Emphasize particularly local issues and of course, being a representative of the state network and in a sense the combine of seven stations which can share resources from various areas of the state with each other. Do you have any ideas as to particular kinds of things which might be imported, so to speak, from other areas of the state which you think would be particularly valuable in this area?

NORRIS

Well, I don't think I have any examples of any particular kinds of things which could be imported although there may be some things in existence or some things which could be created. One example might be some exploration of some of the major issues of the day, for instance the increasing influence of women in the society. We have problems in terms of biological ethics these days, genetic manipulation, some of these things which may eventually effect us personally and directly. I think the implications of these ought to be explored so that we know where we're going.

PHILLIPS:

You mentioned a forum like this. I'd like to call to your attention and to that of our audience, if you don't mind a little promotional piece here, that starting on February 28th there will be a series of PENNSYLVANIA TOWN MEETINGS which will combine local and state-wide perspectives on problems of state-wide impact. The first one on the 28th, which will have studio guests such as we have tonight as well as state-wide documentary productions, will be on the energy crisis, and there will be six of these running into July. So, this may be a beginning toward what you're speaking of.

NORRIS

Absolutely.

PANEL MEMBER:

And picking up on your very point about having a very analytical and, shall we say, critical approach to things in general, it seems to me that these people from the college community that you represent could at that time make a very valuable contribution by offering constructive criticism as to how those particular programs are going and how they can be improved for the next round on to the future.

PANEL MEMBER

Yes, I think they would enjoy having the opportunity.

PANEL MEMBER

Yes, I'm sure. Would you welcome that, sir?

PANEL MEMBER

I would indeed, and we'll make arrangements for that.

HERSHEY

Thank you very much. We appreciate very much your testimony this evening. And now ladies and gentlemen, we're delighted to have with us M. Jane Reed of Williamsport. She represents the American Business Women's Association. We are delighted to have you here this evening, and we're going to start right out in having the women represented as our previous speaker just mentioned about having some more women involved here.

REED

Yes, I caught that, and thank you, Dr. Hershey. As a woman in business, I would like to see explanatory programs: what various business jobs consist of; the training they require; how you can advance in the job; what people expect of you; and what a person does in the course of a typical day; the salary one can expect, fringe benefits should be included; followed by a listing of available positions in specific areas. This would help tremendously to help place people. The public television station could be a clearing house for new office techniques and provide instructional mini-courses, for instance, on new business machines. Employers may benefit, as well, through this course and revamp their ideas. There could be two different courses on short-hand; one course, a series of lessons for beginners, and the other, for updating. Also a course on note-taking. I understand that schools are now providing this course, and it would be most beneficial to those who do not have access to this course.

Also valuable would be a course that teaches women to realize and deal with their own potentials as people rather than females. They need an awareness of their abilities to bolster their confidence. Films on career opportunities would also be excellent. Show films for women on how to protect themselves. There is a film which we have seen in our chapter of American Business Women, called "Lady Beware." This is an excellent film, and we need to make women conscious of potentially dangerous situations in which they could become involved.

Generally speaking, we need more people working to alert the consumer on how to spend his money more wisely. They need to know about poor buys on insurance, unsafe toys, and so forth. In other words, how to get the most for their dollar and how to avoid being taken advantage of.

We need general public knowledge on programs featuring films from the SPCA. The services they render are tremendous and the general public needs to be informed of the great work they are doing. We need sex education courses to make people realize this is a part of life, not something to be hidden. This is why misconceptions develop. Films shown on what the function is of different

REED

organizations: what the firemen do; what the police department does; what the emergency rooms at our hospitals do. We need to know the dangers of drugs, the dangers of smoking, course on first aid. We need to be aware of current techniques for all accident victims.

Present courses on latest techniques used in schools, for instance, on the new math. I think most of us have heard parents say they can't help their children with their math because they know nothing about it. Also, courses on the metric system. Conversion is coming. Have public television explain what "open education" is.

And we need to be updated on the work of our public state employment service to let the employer know their service consists of helping employers to find the best qualified people to fill the positions available. I believe there is a stigma in the minds of most people that the work -- their service -- is only for the unskilled. This definitely is not true. They are there to help all of us to find the jobs for which we are best qualified.

An attempt should be made to simplify all programs so that they may be readily understood by all segments of the viewing population.

HERSHEY

Thank you very much. Does someone wish to make . . . Yes?

PHILLIPS

Mr. Chairman, without trying to put the young lady on the spot, I would like to ask a reference question, if I may. Getting back to the early part related to typing, shorthand, the women awareness kind of thing, I wonder if you have seen some of the series that we have had on typing and shorthand over the last, well . . . it's been a couple of years now. We have just finished a run of a program called "Woman" which attempted to get at this. Our "Farm, Home and Garden" series does address itself to a large extent to consumer information, this kind of thing. And I ask you, not to put you on the spot, but have you seen these in order to give us some idea whether those are hitting the mark, missing the mark, how they can be improved, what different we should be doing.

REED

I'm sorry to say I have not seen them. May I ask what time, day or evening, these programs have been on?

PHILLIPS

The "Woman" program, I think, has been on twice a week at different times and I can't tell you . . . one, would be prime time in the evening, 8:00 or so -- 7:30, 8:00, and then on Sunday, I think, about 6:00. "Farm, Home and Garden" is at 12:30 p.m. and at 6:15 p.m., Monday through Friday.

REED

I see.

PANEL MEMBER

In addition to your very helpful comments this evening, I think you, too, could be helpful as you go back now to your fellow members of the Business Women's Association, and enquire of some of those members as to whether or not they have seen some of these programs, how these programs could be improved, whether they feel they are meeting the need as you are explaining it here this evening, and to what extent they could be expanded, if you think it should be expanded. I think that would be very helpful, and there's a fine way we can work together. Anyone else have . . . Yes?

PANEL MEMBER

Just let me comment that some of the areas you mentioned for learning on the part of your constituents are areas which lend themselves both to broadcast -- through public broadcast -- and the additional classroom situation or conference situation so that you can combine uses of public television plus teaching right in your own local community. We are prepared to do some of that if we know that there is a need and an interest in a particular area, so I hope you'll keep us informed of what your particular membership needs. That way maybe we can combine our resources here to do the job.

REED

We'd be very happy to do so. Thank you.

PHILLIPS

The idea that perhaps you have not been aware of when these programs are on raises the question of promotion. Would you give us some idea of how we could inform the people, in your organization, for example, about programs like this? What would be a good way to reach them?

REED

I hadn't really thought about it but, for instance, brochures, perhaps. I understand we can subscribe to . . .

PHILLIPS

. . . a monthly program. Perhaps, if someone in the organization would subscribe to this.

PANEL MEMBER

Do you have a newsletter or a mailing at all?

REED

No.

PANEL MEMBER

How often does your organization meet?

REED

We meet once a month.

PANEL MEMBER

Um-hum. So . . .

REED

Matter-of-fact, they are meeting tonight.

PANEL MEMBER

So, we could feed information to your program chairman or yourself or somebody that at least could be brought to the attention of your membership at those monthly meetings.

REED

Yes. I think that through our program chairman would be an excellent way.

HERSHEY

Thank you very much. You've been very helpful, and we appreciate your participation.

REED

Thank you. I'm very happy to be here.

HERSHEY

And now, ladies and gentlemen, here is Legislator Bill Shane of Indiana, state representative from the 62nd district. He's coming to us this evening on film from the capitol building in Harrisburg.

SHANE

I think the one interesting change in attitude about public TV that I've noticed in my family and among my circle of friends is that in the past, when we wanted to watch TV, we would look at the commercial selections and automatically turn to the commercial channels. If there was nothing there that interested us then, we would turn to public TV. In the last year or so, I've found a complete reversal in my attitudes. My inclination now is to turn to public TV first and then if there is something there that doesn't interest me, I shift over to the commercial stations. Now, I think this is an indication that the change in name for the network from the educational TV to public TV is an accurate reflection of a change in attitude of the viewers and apparently a change in the market ambitions of the network itself. I think this is very commendable, that we can get entertainment -- and good entertainment -- in addition to educational and informative programs from public TV. I just have a couple of suggestions basically as to some things the public television network could be doing. By and large, I'm very pleased with the way the public television network has developed, and I derive a great deal of pleasure and instruction from the network. My suggestions are really only three.

SHANE

Number one, I've seen on WQED in Pittsburgh something like a commercial where during the breaks, say of "Masterpiece Theatre," they'll do a commercial for the fund raising of WQED and I think this is an excellent idea, although I must admit some of the commercials are a little hard sell, like some of the automobile dealers on the commercial stations. But, I think this idea of semi-commercials on public TV is good. What they could be doing is giving commercials for certain government programs -- for example, the Senior Citizens' Real Estate Tax Assistance Act, which now is also extended to renters. In a break on one of the public TV programs, you could give a commercial for the Senior Citizens' Program and inform more people about the program so they would avail themselves of it. The same thing goes for the federal program, the new supplemental security insurance for our older American citizens. So, I suggest that you have commercials giving information to the people about various government programs that they may qualify for or be interested in.

The second suggestion is to have a localized version of the children's program, "Zoom". My children derive a lot of pleasure out of watching "Zoom" but, I think if we had regional versions of this more children would have an opportunity to participate in a program like this. I think it would be a learning experience for them, and I think kids from my area would particularly enjoy some other kids from their area being on a program similar to "Zoom". So, my second suggestion is: let's have some local versions of the children's program "Zoom".

My third, and I guess, my most substantial suggestion is that sections of the Pennsylvania Legislature should be videotaped, and the videotape should be played back on the evening after the legislative session. Now, I realize you could not sacrifice prime time for what is often a very dull and boring activity, but it seems to me that, as we move towards more open government with the passage, in the house at least, of the so-called "Sunshine Bill", the open government bill, the citizens are asking that the decision-making processes of their government be more open to public view. The cliché is that the public business should be conducted in public. My suggestion would be that the Pennsylvania Public Television Network videotape each legislative session. Then around eleven or eleven-thirty at night they would give say a twenty-minute summary, highlights of the session, and for persons who wanted to watch the thing in toto, they could put it on at 12:00 midnight and play it until the total legislative session was over. This is my suggestion for opening state government. Thank you.

HERSHEY

We certainly appreciate the comments made by Bill Shane of Indiana, State Representative from the 62nd district. I think I ought to mention again that this came to you on film from the capitol building in Harrisburg. Thank you very much.

PANEL MEMBER

I thought his idea about videotaping legislative sessions had a further carry over of more taping of local government sessions, too, that might be useful in the dissemination of public issues and public information.

HERSHEY

Very good. Well, from the suggestions that we're getting from some of the letters that have come in and from other parts of the state, too, we're certainly getting some excellent material for those associated with public television to review and to study, and it seems to me that public television in the future just has to be much better because of the experience of these public hearings. Now, we have with us this evening William Ulerich of Clearfield, publisher of the Clearfield Progress and member of the board of trustees, The Pennsylvania State University. M. Ulerich.

ULERICH

John, if I could be a little facetious for a moment, welcome to WPSX-TV, Clearfield, Pennsylvania.

HERSHEY

What did I say?

ULERICH

You said the correct think but as most of you folks here on the staff know, the town nearest to where the tower of the station is located is the one with which it is identified. So, when PSX signs off and on it says "Clearfield, Pennsylvania with studios at University Park. So, welcome aboard. I'd also like to be a little facetious, if I might. Earlier this evening, I heard Drs. Fischer and Hershey discussing the statement that if this thing gets too dull just interrupt them a little bit. Well, I've never had a chance to have Floyd and John as captive audiences, and don't interrupt me.

PANEL MEMBER

Well, that's a challenge.

ULERICH

I am, as some of you know, newspaper and media oriented, and perhaps my suggestions tonight are too literal, but I took you at your meaning when you said 'just what should priorities be'. I want to say first that I definitely am a fan of WPSX, and I want Mr. Phillips to know that some of the things I mention you've already touched upon. You've done a good job. The only comment I have is that perhaps, you have not been detailed enough. So what I'd like to do is just suggest four or five items which are specific but which I think apply very definitely to WPSX territory which after all is, as Floyd Fischer says, is in the heart of the mountains of Appalachia.

We have a real challenge, I think, before all of us with the energy crisis in that right now we have an unspoiled wilderness (from) the Harrisburg area across to Indiana -- land that could be a wilderness area. It's been untouched. There are literally hundreds of thousands of acres owned by the state of Pennsylvania which (we) can develop, not into a tourist trap, but (as) legitimate wilderness area. But then again, we just have thousands and millions of tons of high sulfur coal which can be taken out, so this is a collision course. I think that the thing that, (something) very important that WPSX can do is (to produce) not a one-time documentary shot at this thing but a continuing analysis of how these

ULERICH

things move along. Now I know what the answer will be from the staff, "We just don't have the people to cover it." But the point is that we have a top mining school right here, Earth and Mineral Sciences, that is way ahead of any other college in the country, and, of course, we have a lot of environmentalists both in the town and on the faculty. So, as this thing develops, I think there can be a solution to this whole matter where we can have a wilderness area with its pristine beauty continued, and yet the high sulfur coal can be taken out and used and not destroy the atmosphere. I think that is a number one priority. I want to emphasize that this should be continuing all the time not just a one-time shot.

Another thing that worries us up here in the mountains is the development of health care. As you know, we have maybe four or five percent more people that are aged here and eligible for the medi-care and medic-aid we have in this area. The hospitals are having more and more trouble admitting people so that their cases are cleared and so forth. Following that there are changes every day in medi-care and medic-aid, and also, as you know, there are problems with physicians. Our own Hershey Center has ninety-one students as I understand, and about sixty-seven percent of those youngsters are from towns under 20,000. Penn State-Hershey is recognizing that possibility. With the delivery of efficient health care, home health services, and clinics, I visualize today that there will be maybe less hospitals and more clinics which can then refer to the centers, in State College and Clearfield, then on to Hershey if necessary.

Now, another thing I think is very vital -- and I do think you'll all agree -- is maintaining a dignified level of living for the elderly, so that when inflation and serious illness strike, their means of support are not eliminated. That's a continuing story as you'll notice, and Floyd this is down your line -- yours is continuing education -- this is continuing on all these items. They are just not a one-time thing. We keep after them as our new ideas are developed, as better care for the elderly (becomes available), as pensions go up. Explain it and explain and explain it again. As I learned very early in the newspaper business, you can't tell them once, you have to tell them about ten times before it sinks in. That's also very true, as you know, in television.

Now, another thing that's very close to my heart is the developing of vocational-technical training. We all know, those of us who have some association with the universities, that more and more of these youngsters are not going away to college but going to Vo-Tech schools. Now, I'm completely aware of the contribution you're (WPSX-TV) making in teaching in the classroom, and I'm simply saying that this is expanding and getting a little bit more technical. It's right down the line with our continuing education department, and WPSX is doing a good job, though I think it could continue to push that even more.

You know we talk about the economically disadvantaged, but the are that WPSX serves has a greater number of people that are not economically disadvantaged, but (who) were robbed of their chance of education by going to World War II or having to go to work. Now, they have raised their youngsters, they have some time on their hands, and (here's) a contribution you can make. The big thing that is my special gripe is that they get college credit for it. (It) just can't be a little certificate, it has to be college credit so they can use this means of education, come over here for courses, take some by correspondence, and get a legitimate recognized degree.

ULERICH

Now, one other item, and I'll finish up, is that I think a lot of us have forgotten an interstate highway -- which in our case happens to be Interstate 80 -- that's all the way through WPSX territory. (We need to study) the impact that has made on our way of life. Where we were isolated quiet communities, now the trucks and the cars, 25,000 a day, are going through and bringing with them problems of the accidents, especially thoracic -- chest injuries -- and so forth and so on. Also we have a shortage of trained help in the food services. Now, (I can't say) whether that can be WPSX's job to do that, but at least you can bring to the attention of the people these problems.

I do want to say, at the fear of being repititious, that this is a continuing job. You had some great documentaries, but this is something that I think ought to be (continuous). If we chose priorities, say these four or five things I mentioned, and maybe once a month we updated -- what have they done in health care, what new has happened or developed on various items, what especially has developed on the recreationist's problem, this collision course between industry and environmental things, I think this is where I can get excited about the contribution that WPSX-TV can make to this whole on-going problem that we have.

HERSHEY

Thank you very much. I bet Dr. Fischer has got some comments to make following your remarks.

FISCHER

Well, I could almost have written your script, Bill, because it is exciting: the potential for helping many adults through the medium of broadcast here in this part of Pennsylvania is vital. I know of something else that wasn't mentioned here tonight, that you're a member of the state board of education. One of the things that bothers me is, I think, your fifth item: the large number of adults who really were robbed of their opportunity to secure full education and now are forced to compete in a society where education is all about them. They're competing with younger people, and so on. In order to get the most out of that kind of education those people need some assistance. One of the problems we face in this state is the lack of financial aid for part-time students, and these are part-time students. They are adults who could take advantage of broadcast programs and the supplementary correspondence courses that you mentioned, but many of them are just about making ends meet paying the normal costs of living. If there were opportunities available for some assistance -- student aid -- for part-time students in this state, it would be a great thing.

ULERICH

It sure would, Floyd. I've heard you preach that for years, and I agree with you completely. I just wish the legislators were here to hear this, but we've been down this line -- you and John -- you know the story there.

HERSHEY

Any other comments?

PHILLIPS

I appreciate your kind remarks about the work we have done. I thought, just to pick up on this business of the collision course and the energy crisis, this kind of thing, (to mention to our viewers) one program that we are doing on a regular continuing basis that attempts to look at this in a more general way. (This) is "The State of the Weather/Shape of the World" at 6:00 p.m., Monday through Friday. The last half of that program is devoted to a look at the environment (and) the physical sciences hoping that we will get at this kind of topic on a low-key basis. Certainly, we need to do more than that, but I just thought I would pick up on your remarks to remind our viewers of that program, too.

ULERICH

I hope that WPSX does become parochial in that you worry about this area as yours. You're the only television station that really, really cares about this area. It's really your job and I know you want to produce good programs that are general, but I think getting down to the small things that we need -- and, after all, the people are small, too -- I think that's what we have to keep in mind.

PANEL MEMBER

And one further comment I would like to make and that is as a publisher of the Clearfield Progress, possibly you can be helpful in guiding the entire network for the state, not only in your council and advice to those who have responsibility for programming throughout the Commonwealth, but (to those) working with the press, to seeing how, together, one can help to complement the other in some of these things as we go along. I just throw that in and hopefully you might be able to be of some help there.

ULERICH

I think the thing there, John, is (that) where you get resistance in the press is where you get commercial programs being plugged by the (news) stories that come through. The things that I mentioned here don't have to be plugged, they're news themselves. The papers will pick them up, and the radio -- the media -- will pick them up because they are news themselves, because they affect the people who read their paper and listen to their audio.

HERSHEY

Thank you very much for participating this evening. Your role in this area of Pennsylvania carries a great deal of weight, I'm sure, among all of our viewers this evening. Thank you very much.

ULERICH

Thank you.

HERSHEY

And now, ladies and gentlemen, we have with us Esther Coppock of State College, President of the League of Women Voters of the State College area. We're glad to have you with us this evening for your comments.

COPPOCK

Thank you, Dr. Hershey. One of the main purposes of the League of Women Voters is to encourage active and informed participation by all citizens in government and politics. Anything that educational television does to help accomplish that purpose is good. The first category of League work is our program. This consists of study of issues selected by our members. On the basis of that study, a consensus is reached and efforts are made to achieve legislative change in accordance with that consensus. Local State College area concerns include: health care, libraries, revenue sharing, local planning and land use, and regional government cooperation in the structure of local government. At the state level: the judiciary, education, legislative reform, tax reform, and election laws. At the national level: environmental quality, human resources and rights, international relations, and representative government, including campaign financing. Informed and interested League members are available and would welcome participation in discussions, forums, or workshops on such subjects.

I have several (specific) program suggestions. One (is in the area of) minor courts: one or more programs looking at the newly established magistrate courts, their duties and powers, and citizens' rights. Another, in this area, (would be) federal general revenue sharing. General revenue sharing brings money to each county and to each township and borough. A series of programs discussing how and for what the allocations were made and the effect of the revenue sharing on various types of communities would be of interest. Most of the money has been spent thus far on things which can be pictured. A third in this area (is) a state-wide explanation of Act 62, which is the charter process law. This would be useful for voters who face a ballot question of setting up a government study commission. There could be local programs to allow elected government study commissions to explain their choice of a home rule charter or an optional plan and their application to a particular governmental unit. It seems to me this would be of particular value in counties or area, townships, where the distances are great and the people cannot come to the meetings.

A second aspect of the League of Women Voters work emphasizes complete non-partisanship in voter service. We have three suggestions here. One, a candidates meeting for congressional district elections and for the U. S. Senator. Both 12th and 23rd congressional districts include many counties, nine and ten, respectively. A TV presentation of all candidates for the office with time for a brief speech, answers by each candidates to the same questions, set ahead of time, and response to audience questions from the floor would be a real public service to the voters and the candidates. A second suggestion, a film of state-wide application, could be made showing the registration process and rules, how to apply for an absentee ballot, how to vote on paper ballots or by machine, how ballots are counted, and what to look for at the polls. Spot announcements for local areas telling of special registration times with reminders would be useful. A third suggestion in the area of voter service, a film series, which would really be of national use, could be made incorporating the material which must be learned for naturalization purposes. The use of TV would extend this information into areas where libraries and night school classes on the subject are not available.

COPPOCK

A third aspect of League of Women Voters work is called citizen education. Public television can and should follow a format providing balanced information which will help the viewers better understand the background implications and the solution of a particular problem. Some topics would be of interest to several counties. Here are two possibilities. One (is) on county government -- a program on what the county commissioners do, their powers and responsibilities, followed, perhaps, by a program for each of the counties in the twenty-two county viewing area, and then by a follow-up program with a group of county commissioners exchanging ideas about similar and dissimilar solutions. A second idea (is) a series with officials from groups of counties to discuss particular problems which pertain to them, such as transportation, health, housing, care for the aged, flood control, and others. The discussion would extend citizens' understanding and could be mutually helpful.

As a citizen and as a TV viewer, I hope that public television will strive to present information about the achievements as well as the problems of its viewing area. These obviously will not appear on coast-to-coast commercial network broadcasting. Such presentations, discussions, and demonstrations obviously go beyond the concerns of the League of Women Voters. Opportunities exist to present, for example, musicians, artists, craftsmen, teachers, community improvement projects, and festivals such as the Pennsylvania Arts Festival. On the national level, public television does and should offer programs which include congressional hearings of interest and importance, cultural programs of high quality, how-to programs which expand knowledge and horizons, and consumer information. And finally, perhaps, public television, is where the presidential candidates should meet for debate or discussion.

HERSHEY

Thank you very much. Members of the panel, any questions or comments?

PANEL MEMBER

Yes, I'd like to pursue for a moment the sort of importance you place on information about state issues within the legislature at any given time, any really major issue, whether you feel there's a strong role for public television to try to present what the issue is (or the issues are) at the moment, what the various sides of the issue are at that point, and then to follow through after a law is enacted?

COPPOCK

Oh, I think there is a very real function here. I think public television is really the only place where it can be done with both sides presented before the bill is passed. Perhaps it can be (done) afterwards by commercial television, but it doesn't seem to have any place there. So, I very definitely feel that information of all kinds about the legislature would be of importance.

HERSHEY

Any other comments?

PHILLIPS

Yes, I would like to think out loud with you for just a moment because of some practical problems we have here at Channel 3, specifically. There is the large geographical area that we cover and it's parts of 29 counties, a third of the Commonwealth of Pennsylvania . . .

COPPOCK

I thought it was 22. I'm sorry.

PHILLIPS

If we get all candidates even for a given office creates certain kinds of problems for us and we have in the past attempted to get at this by getting each of the candidates to come in and prepare a fifteen minute program prior to the election. Last time around this involved us in 44 fifteen minute programs just for the offices of state representative and state senator. Now, my question . . .

COPPOCK

Yes.

PHILLIPS

That's our problem obviously.

COPPOCK

Yes.

PHILLIPS

At what level or what geographic area or how far do you think we can go with the kind of program you're suggesting and have it still useful to the people who are watching?

COPPOCK

In our particular experience on the local level, I think people are very much happier to have a face-to-face encounter, perhaps even at the local Pennsylvania Representative or Senator level. My suggestion here was for the Congressional and the Senatorial, simply because there are nine and ten counties in the two districts that I know about and I don't think any candidate can really reach all of that area and campaign well and give a voter a real opportunity to know what he thinks. I think this would be a real service. But, my suggestions are on that level.

HERSHEY

Well, thank you very much. We appreciate the interest of the League of Women Voters, and we solicit your continued support and suggestions.

COPPOCK

Thank you.

HERSHEY

Thank you very much. And now, we're glad to bring you another legislator. He is Victor J. Westerberg of Kane, state representative from the 67th district. He is coming to us at this time on film from the capitol building in Harrisburg.

WESTERBERG

Talking to people about educational television, I've found that some people who watched it to a great extent, some watched it very little, and then, of course, there were those in between. I did find that programs such as "Tom Brown's School Days" were very popular, and it was popular among young boys and girls where they could actually see how boys and girls of other generations went to school, their problems, and how they met these problems. I think that programs such as that are very good and seem to be very popular. I also found that the weather report or the weather station report from educational television was very popular. People found that that was the best weather reporting that they would get on any station.

But, I think that what educational television could do is actually make people aware of the problems state-wide. For instance, I'm sure that the people in my area do not realize the full extent of what urban transportation means in the southeast, that there are probably about a million people a day carried by urban and mass transportation in the southeast on old cars, on old facilities that must be up-dated because, if this form of transportation ever broke down it would mean the end of an economic era, really, in Southeastern Pennsylvania, and actually (it) would affect the whole state if that part of Pennsylvania had an economic breakdown.

In the reverse way, I'm sure that the people in the urban areas of Southeastern Pennsylvania, do not appreciate (the) transportation problems in our area because, here, we depend a great deal on secondary roads that are (rapidly) deteriorating, getting bad to a point where, possibly, they can't be fixed but will have to be renewed at a terrible cost. I don't believe they appreciate what we have there. They don't appreciate the fact that, for instance, Bradford is the only city in Pennsylvania that is 80 miles from any interstate highway in Pennsylvania and the importance up there of having this highway built so that we can be part of the economic development of the state, also.

So, I believe that if educational programs could be put on, showing one part of the state the problems of the other, I believe it would be easier then to pass legislation that would benefit everyone, and we wouldn't be quite as provincial as we tend to be at times.

The other point I would like to stress is that, over the television in general and the news media in general, we hear practically everything bad that happens in our area, in the state, and in the nation. It is so seldom that we can turn on any news broadcast and see something that is good, that is happening, that people are doing that is good for them, for their area, and for people in general. I would like to see educational television dwell on this. Point out areas where industrial expansion (is taking place), where people have worked on health problems, where they have worked on mental health and mental rehabilitation problems.

WESTERBERG

Show that good things are happening, because, just as bad begets bad, I think good begets good, and if the good things were shown and stressed then people would pick those up, and it would be a good lift to all of us and probably spread and be better for the whole country.

HERSHEY

We certainly thank Victor Westerberg of Kane, representative from the 67th district for his comments. We'll be hearing from two more members of our legislature this evening. I think maybe I should mention, though, for our television audience that we are indebted to them for participating on film for, as we all know, the legislature is in session at this time, and they are busy engaged in representing us in Harrisburg. It was difficult for them to be here in person, but it certainly was fine of them to cooperate in this way to bring us their views through the medium of tape. At this time, we'll hear from Paul Kurtz of Bellwood, retired school administrator and president of the Allegheny Educational Broadcast Council. Delighted to have you with us this evening.

KURTZ

Thank you, Mr. Moderator and Panel. You must have immense faith in these witnesses because, I note you are willing to conflict this testimony with Cecil DeMille's "Ten Commandments." I've never been in this conflict before.

My foremost concern in programming will be in the area of in-school service, ITV, instructional television. I will mention five or six categories of program needs for ITV, and let me say parenthetically, to begin, that those who produce TV for recreational purposes -- that's the vast majority of producers -- have developed their techniques well, but we who seek to use it for instruction have far to go before we'll be using its potentials in education. Our schools are still book-centered and administered to consider groups rather than individuals. We have much to unlearn before we can begin to (have) a real development in instructional television.

Now, since this is so, my first wish for instructional television is not for any particular program series, but has to do with the way we look at all TV programming in the ITV realm. I would like to see the programs on PPTN produced and rated for their effectiveness as learning instruments rather than their resemblance to network recreation. Many ITV programs, when considered objectively, are nothing more than marginal enrichment aids for the sort of classroom teaching that we educators felt comfortable with forty years ago. Good instructional ideas, when fed into the TV studio, have an uncanny way of emerging as second-rate recreational programs. Prettying up the set and smoothing the script to network standards have little to do with real learning.

A second suggestion closely related is that since much network television is of the enrich-the-textbook sort, it would be well if components could be added by PPTN to adapt these programs to learning use. For example, Alistair Cook's "America" is an excellent enrichment series, but it has been cast by its editorship into a mold which sees viewers as passive. Ancillary components are needed to stimulate this and similar programs so that students take an active, reactive, a study view, an inquiring state of mind.

KURTZ

Now, a third suggestion would be for greater use of television on the growing edge of education. A reference to history will clarify what I mean. The crisis in education that arose after Sputnik made the school world aware of some grave deficiencies in the curriculum -- Russian language, bonding chemistry, atomic physics, and the like. Now, teachers and texts were unavailable in these subjects to any but the very large schools. Conventional television was brought in, and it opened these topics to pupils in all schools. Today again, I fear, we have become lethargic curriculum-wise. Should we not now be opening the door to subjects that are rapidly becoming important? For example, the Arabic language, the Chinese language, cryogenics, information theory, and, even more, the skills needed to meet the changing life-style that I believe will ensue in the next couple of years because of the energy crisis. What can PPTN do for the growing edge of education?

A fourth area of need is programming for gifted and bright pupils. Most schools pay lip service to the most promising section of our school population. Some teachers actually dislike them. In any case, school routine usually has nothing to challenge them. Now, late afternoon or after-school programming could be developed to give these pupils, by seminars in science, philosophy, literature, and so on, the scope for which they are really fitted.

A fifth sort of desirable program is exceptional in that it really begins to use the potential of television. I'm alluding to the simulation game developed by EEN in 1969-1970. I don't want to go into details with that, but regrettably, this most promising lead in ITV (has been) abandoned for the time being. We're sorry this happened. Let's retrieve our mistake. Perhaps, it may have been lack of funding but I suspect it was lack of initiative and lack of imagination.

Imagination and initiative are very important if instructional television is to amount to anything. The Children's Television Workshop has shown what money, combined with research and personnel, can accomplish in the programs "Sesame Street" and the "Electric Company." Unfortunately, these programs, in goals, in sets, and in pace, are bonded inalienably to the inner city. Can't PPTN do something to bring comparable expertise to programming for pupils in the length and breadth of this Commonwealth? To do so would be a sixth suggestion.

My concern for ITV has well-nigh denied me the right to speak for ETV, but I certainly would like to see the "World Press" brought back for PPTN.

HERSHEY

Well, thank you very much for those very stimulating and challenging comments. Panel, any comment or further questions you'd like to ask? I can't imagine, Dr. Fischer, you not having some comment to make after that.

FISCHER

Well, I've shared Dr. Kurtz' thoughts on this for some time, and I can't help but agree with much of what he says. I don't think either of us has found the way yet to accomplish some of these things, especially to produce and to rate

FISCHER

for evidence of learning impact the things that we're doing. How would you suggest we get at that one? Do you have any thoughts?

KURTZ

Well, I think that we need more research. We would hope that, perhaps from graduate schools, this sort of research can be secured. But, let's admit that we don't know too much about using this for instruction, and, of course, this has led to the fact that the state commission has pretty much soft-pedaled instructional television. I think we really need to do some hard work, experimentally research-wise, and put a little money in it.

HERSHEY

Any other comment? Well, thank you very much for your rather stimulating remarks.

PHILLIPS

Mr. Chairman, not on this topic but, even though we are a non-commercial, educational station, we still have rules from the Federal Communications Commission, and now I'd like for us to pause for a genuine station identification.

STATION IDENTIFICATION

HERSHEY

Glad to be back again to this public hearing on public television. As we said earlier this evening at the beginning of the hearing, we're very fortunate in our Commonwealth to have an excellent vehicle to bring about wonderful programming across the state. We have a fine electronic system that can tie together seven channels. We have an excellent vehicle to bring about wonderful programming across the state. We have an excellent staff. We're ready now to really concentrate on bringing the very best in programming to the people of Pennsylvania. The question is: what do the people want? What do you want? It's your network; these are your stations. So, this evening we are holding a public hearing here with WPSX to find out what the people of this part of the Commonwealth feel should be done with public television and how to make the programs much more meaningful to you. Now, we're going to proceed with our hearings, and we're going to hear now from Harris Breth of Clearfield. He's a Clearfield County Commissioner. Commissioner, we're delighted to have you with us this evening.

BRETH

Thank you, Dr. Fischer, gentlemen. Down in Pittsburgh some time ago, I got in line, and, as I moved up every five minutes, one car at a time and I think I was 98th or 99th, the thought in my mind was "What the hell am I doin' here?" and "What am I going to do about it when I get there?" If you'll pardon that observation, I think it'll presage what I want to say.

BRETH

I was very much interested in your first guest, Dr. Wilfrid Norris' remarks because he put into real English what I would like to say in the vernacular. First of all, I think, all ETV is spinning its wheels and this is an instance of it. For instance, this is just another wheel-spinning expedition unless it is followed up -- and followed up definitely and efficiently. I was very happy to hear Dave Phillips say that the TOWN MEETING programming is coming up. I think it is very essential.

Another thing I think ETV is doing is trying to keep up with the Joneses, and the Joneses are NBC, ABC, and CBS. You can't do it. You don't have the money, You don't have the staff. Therefore, you've got to stick to your own world and stick to your own last. Commercial television as represented by the networks is money-conscious, money-wise, and that's all they think about, and that's all they want. As I understand (it), the mentality of the twelve-year-old is what they're shooting at.

However, I don't think -- I mean I do think -- that WPSX here has got a very excellent record, as pointed out by the people before me, in the programming that you have done. I think your programming on three levels, (first) the cultural level, which has been sadly neglected by commercial television. Then you have the middle level, which includes the schools and the great middle class, but I don't think you're paying enough attention to the man-on-the-street at the local end.

Now, I'll tell you why. First of all, we all know that we've hit the last of the log cabin presidents and log cabin governments. We're now in government by big business and government by conglomeration -- military, business, political. And this has disturbed the man-on-the-street and the average American, because the average American is still a log cabin guy. He still likes to think he knows who he's voting for, and when he puts them in, he forgets them because he has confidence in them to do a good job. His confidence was, as you know, sadly disturbed in the last year and a half. His distrust and his disillusionment in all government is terrible. First of all, he hits an every crisis, he can't drive to see Grandma, he can't go to . . . well, he just can't drive, period. And it's going to get worse. We all know that. He had to turn his heat down to where it's not comfortable in his own home, and he goes to the supermarket and Wow! Where are the prices? There isn't a woman today that buys food that isn't beside herself but she doesn't know what to do about it.

All right, overall this means that people as people, and I mean the mass of our two hundred million people, are concerned about, first of all, income -- and that's jobs. Then, they're concerned about taxes from income tax right down to your local one-percent wage tax. And then, they're interested in the aged. Now, if we're going to reverse this trend and if we don't reverse this trend, if the people do not get back confidence in the government . . . Well, I've lived long enough to know that something is going to happen and "It can't happen here . . ." Oh, ho, ho, it can happen anywhere. And to my personal thinking, we were well on our way before we hit this conglomeration of crises that made certain individuals and people forget what they really had in mind and what they were spending money for.

BRETH

That may sound like an ambiguous statement, but I don't want to say what is in my mind. Right now, the people who are being led around by government, by television, and by what they read in the newspapers, have one thing: they know there is too much leaning on the federal government. Every problem that has come up in the last 15 or 20 years (has been answered with) "Well, let the government take care of it." —That day is gone too. It's time we leaned on ourselves, and we start at the local level.

I was very happy sitting there and listening to some of your guests point out what you need here. ETV, public television, can do the job that commercial television can't even approach, and that is getting down and telling the man-on-the-street that he has a good government, that he has to preserve it, that he has to do the things that are necessary to preserve it. Now, that is, I think, your paramount job.

You've got other jobs. You've got more jobs than you can think about, and I'm very happy to be in the middle of this program, because I feel that if I had been at the very end, so many ideas have been advanced, that I would have very little to say.

But, however, there was a word mentioned tonight, and it was the word "challenge". The American people, historically, have risen to challenges. Go back in your history. Every one of our great periods of progress (are) based on prior periods of challenge, and that's the challenge today. Convince the man-on-the-street. If you convince the man, the millions on the bottom, that they do have a stake in government, that it is their government, that they can survive these crises, and (that) they can create a better United States for their children and for other peoples' children, you've done an excellent job. Thank you.

HERSHEY

Commissioner Breth, we certainly appreciate this very candid and forthright presentation. I'd just like to ask you one question. We certainly appreciate the commendation relative to the two parts, (and) I think we ought to pay very close attention to the challenge you gave us on the third. However, I'd like to ask you this question. Do you have any suggestions, any ideas that have been floating around in your mind, as to how best to present some of these points that you're talking about to the man-on-the-street in such a way that it will be of interest to him, that he'll listen, that he'll turn it on because he'll say, "That's good."? Do you have any thoughts along that line?

BRETH

Let me give you a local example. By the way, I said to Dave Phillips, "Is this just a regular session or do we take our hair down?" He said, "Take it down." I think I did. Now, in Clearfield we had a terrific problem. We were faced with a recalcitrant borough government that wouldn't go anywhere, that was throwing the road blocks in the face of progress, that was setting the borough back around us -- back, back, back for years. We had to go out and revamp the structure of our local government, and we did, but we didn't do it alone. We had the support of our WCPA radio, because they went into every council meeting, and when these problems came up, henceforward, councilmen could be heard by all citizens. That's one of the best listened to programs

BRETH

we have in Clearfield, our local, every-other-Thursday-night council meeting. From that, I believe, we are on our way to go places.

I think this is your job. You can get out in your local areas. There was one suggestion made here of going to county officials in one county and having them say why they should be county officials and what they are doing for their individual area?" Then go to another county and the same thing, and go to another county and the same thing. It's been said many times "monkey see, monkey do." Well, there are many things that I could talk about, but time is very limited, and I do have some answers for you, but I don't think we have time for them tonight.

HERSHEY

Dave Phillips, you're the manager of this station, do you have any further comment you want to make?

PHILLIPS

I would like to simply pick up on what you were saying on the one area of income and jobs. If we had enough money, resources, time, whatever, to do one program or one program series for the man-on-the-street, as you say, related to income and jobs, do you have any idea what the content of that would be or the direction it would take?

BRETH

I do, because we're going to do it in Clearfield County. For the first time, the Clearfield County Commissioners selected, or are going to select, six or seven different areas in the county in which we are going to buy industrial sites from five to thirty-five acres. They will be on good transportation lanes; they will have water; sewage; power; and everything that a manufacturer needs. We will put up shell buildings.

I am consultant to the Clearfield Foundation (which is), I think, the oldest non-profit development corporation in the state. It was incorporated in 1939. We have a program in which we go out to get industry. In this past year, if I'd have had shell buildings, I could have put six industries into the local area around Clearfield. Every county can do it, and the state pays for it. You can get money for that three years, no interest, and two years, interest. In five years, if you don't dispose of a shell building, there's something the matter with you, not the situation.

HERSHEY

Mr. Phillips, I think you got the content of a whole program right here. Thank you very much Commissioner Breth of Clearfield. We certainly appreciate your comments. And now, again, from the capitol building in Harrisburg, we have Legislator Walter F. DeVerter of McClure, state representative from the 82nd district.

DEVERTER

Good evening. Public television, I believe, can become a major educational tool in the development of our communities. I think, in the past, educational television has not had the impact because it lacks the ability to sell itself. It would appear at times that the programming is of the very highest quality, but, unfortunately, we have not geared people to it. So, somehow, somehow, public television is going to have to find a way to sell itself. It's not like a commercial station (which) can sell commercials and come on strong with good programming. It is somewhat subsidized by state and local (governments) and many contributions, I'm sure, from people who are interested in public television. What gimmick or what way or method can be found to help fund it at this point in time, I do not know, but it's an area that, I think, really needs explored so that public television can become the tool that it should become.

I think, in many areas, such as, sports, plays, movies, panel shows, these types of things, it does an admirable job at this time. But, I think there are some other areas that also need to be explored. Some of those, I believe, could be along the lines of developing programming on how political subdivisions deal with many of the problems that they are faced with today.

For example, many communities today are faced with water, sewage, and mass transit problems, that they do not know how to deal with. As a result, they are left in the lurch. There are many state and federal programs that have much to offer in assistance, not only financially but in services to the people. The only way they're going to find out is either through their legislators in Harrisburg or in Washington or through the media. I think public television here could play a major role (in) helping to develop these kinds of programs and explaining them. Let's take a small community with a problem. Let's start at the very inception of it and see what it takes to go through to, let's say, to develop a sewage system. This in turn could be picked up by many people in other areas, and I'm sure that we would find that (it) varies from area to area as to how they're going to deal with these problems.

I think, also that there are some other areas that can be explored. How can we tell the people about some of the programs that are passed here in Harrisburg so, that they might be able to better avail themselves of them? It is a sad situation when we cannot get to the masses of people (about) the information that is available to them, such as many of the recent senior citizen programs that were passed in the House and Senate. These kinds of things, I think, people need to know about, and the only way they're going to know about them is through a mass media situation. Now, sure, the television news and the newspapers do this to some degree, but I think in the long run that people will better understand the programs -- those things that are available -- if they but find a way to learn about them.

I think, also, in areas such as our youth we can help them through programming for home study at, maybe not prime time, but at least time that would be susceptible to their home study from school, so that when they need help in particular subject areas they could get that assistance.

So, in summing up, I would say that public television's biggest problem, at this point, is going to be finding a method to sell the public and in this way be able to get the support of the public to find the additional funding

DEVERTER

that is going to be required to carry out these programs and, I think, bring about a great service to the people of not only the Commonwealth, but throughout the United States. Thank you.

HERSHEY

Thank you very much, Representative DeVerter from the 82nd District. He's of McClure. We certainly appreciate your participation in this hearing this evening. And now, ladies and gentlemen, we are going to hear from Thomas King of State College, Associate Dean for the Cooperative Extension Service at The Pennsylvania State University. Nice to have you with us this evening.

KING

Thank you. You know, Cooperative Extension Service has been around for about 60 years. We're affiliated with USDA and with the College of Agriculture here at Penn State. We work largely in four broad areas -- one is agriculture and the natural resources, and I think many of you know the county agent in your particular county. Another broad area is what we call family living, or home economics. Now, this deals with work in the home -- the home-related arts -- but in addition to that it deals with health, problems of nutrition, working with the aged, the preschooler, parent education, and many other areas in this broad field. Third is working with the youth. I'm sure that many are familiar with our 4-H program that we have across the state. Last year we had seventy-four thousand youth actively engaged and enrolled in 4-H projects. And the fourth one is the one we call community resource development. That is where we work largely with the communities rather than with individuals. We heard a county commissioner here not too long ago. He helps fund our program in Clearfield County, as all the county commissioners do around the state.

As I was sitting waiting to go on the air tonight, I looked at the map which is available here. It shows the viewing area of WPSX. I doubt that we could put that transmitter anywhere in Pennsylvania and not have it cover rural Pennsylvania more than this one does. So, I'm going to just stress, really, one or two points tonight. One deals with the need for rural development. Now this is one of the areas that USDA is certainly concerned with, and we here at the college are concerned, too.

In rural development, I think that we have three broad areas that we can think about, and (which) some of the speakers that preceded me discussed. One is community facilities and services. We need them badly in many rural areas of Pennsylvania, for example in this area served by WPSX, from the census of 1960 to 1970, we have more counties that lost population than gained population. I'm not here to stress population growth in any area of Pennsylvania or this country but, why did we have an out-migration of people from this viewing area to other areas of the state or country? Largely because they saw more opportunity in those other areas than they saw in many of the rural areas in which they resided. Much of the housing in rural Pennsylvania is poor. In fact, we have a larger percentage of poor housing in rural Pennsylvania than we do in the cities. We have to think about health delivery systems and many other things that deal with this part of the state. Economic development is another one, too -- more jobs and job opportunities for people in order to keep them around. And, here are big areas of viable agriculture. In Extension we're thinking about agriculture and how it might add to the economy of the community in which the

KING

the people live. And a third area that deals with rural development is environmental quality. Here we're thinking about conservation measures, recreation, and, of course, land use planning.

At the state level, we have to think a little more broadly than we do here in this viewing area of WPSX. Pennsylvania has 67 counties and almost half of them lost population in that span of ten years that I mentioned just a while back. Where did most of them go? If they stayed in Pennsylvania, they went to the southeast or, perhaps, to the Pittsburgh area.

I can recall going to Bucks County, Pennsylvania, 20 to 25 years ago and seeing a lot of agriculture, a lot of open land there. Today, you go to Bucks County, you don't find that. In neighboring Montgomery, Chester, Delaware counties it's growing up to where we're losing most of the open space. The Class 1 and 2 lands that are good for agriculture are being lost. Lancaster County is our most productive agricultural county in the state, and yet when you go to Lancaster County you see that many areas with good agricultural land, Class 1 and 2 land, is being lost. So, this is one of the things I think we have to think about and one of the areas where public television can bring about a consciousness with the people for the need of a balanced growth policy in the state and the country and the need, I think, to maintain a lot of our good agricultural lands and keep it in open space for agriculture.

Now, we've had a lot going for us in this country, in the way of natural resources that most countries have not had. But, largely, our people are thinking of the here and now. Many of them are not looking into the next decade, the next generation or two. Our political leaders tend to respond to the demands of the people, and it's very difficult for them (not) to do the same. In essence the public is not normally looking ahead, and in many cases, elected officials are reluctant to advocate policies and laws that determine where people live or what they can do with their land. None of us know what the growth situation is going to be in the next decade or two or three or by the year 2,000 in this country. We've largely based our economy on growth, and right now I expect the country is growing at the rate of about two million a year. In the world as a whole, I'm told that the population is increasing at the rate of about 80 million a year. That's almost seven times as many people as we have in Pennsylvania expanding in this earth in one year. Well, how far do we go here in basing our economy on growth? Somewhere along the line we have to think about steady state.

A couple of weeks ago, I was in Harrisburg in Ed Simon's Office of State Planning and Development. The governor charged him and his office with developing a state land use policy. Now, this is a difficult thing to do, and it's a very political thing, too. Down at Harrisburg now in the legislature we have two or three bills that deal with differentials in taxation of agriculture and forest land versus non-agricultural land. This is one step but I think we have to be thinking, too, about keeping this land in agriculture, keeping it open, particularly, Class 1 and 2 lands.

KING

It's going to be a difficult thing to do. But, in my way of thinking, public television can do a lot in order to make people aware of the need for this. I think one of the things we need in public television is more dollars in order to get the job done. Thank you.

HERSHEY

Thank you for accenting the needs as far as agriculture and home economics are concerned. Panel, any comments?

PANEL MEMBER

I think we ought to thank him also for emphasizing the need for more dollars for public television in Pennsylvania. As we know, we have to choose very carefully where our priorities are going partly because of the limit in dollars. I hope that some of the things that come out of our hearing tonight and elsewhere will generate a feeling by those who can provide to help us get some additional funds.

PANEL MEMBER

Well, this program has been on for almost an hour and a half, we haven't had any advertising such as commercial television has, but it takes money in order to produce a program like this or any other one, and I think people have to be aware of it if public television is going to be a success.

PHILLIPS

My role tonight seems to be that of pragmatist and getting down to brass tacks. To just pick out one of the topics that you mentioned, all of which are broad and provocative in nature, but on the environmental quality -- there are at least three levels that you could attack that on, or audiences that you could reach for. If you had to pick one, say, between park superintendents, or recreation leaders, or teaching people -- participation sports or recreation-- where would you see the need? Where would the first priority be, in your mind?

KING

Well, as far as the environment is concerned and looking ahead, I think one of the things we have to stress is creating in people a conservation ethic. I would say we have to stress right at the lower level, reaching people and making them aware of what is needed in the future. We've talked about the fuel crisis tonight and many other things, and I think it is only when the people in the country are really aware and concerned to conserve whatever natural resources we have, that we are going to be able to continue to move ahead as a nation and society.

PANEL MEMBER

Mr. Breth maybe hit the nail on the head when he reminded us that we have a great need to program to the man on the street, the citizen who's going to do the voting, who's going to make the decisions regarding our land use and

PANEL MEMBER

other issues that are before us. Perhaps, that is a point that we have got to keep in mind as we move ahead.

PHILLIPS

Mr. DeVerter said in his film presentation that we need more promotion, that we need to make people aware, and I think that's come up several times through this. You, through your association with the Extension Service over the years, have had that same kind of a problem. Do you have any guidance for us on effective ways that we can make target audiences aware of programs within their particular interest areas that are going to be on the air?

KING

Well, public television has a lot of good programs. One that deals with health that you've been showing in recent weeks is the "Killers", yet I don't think enough people watch that and many others. It costs a lot of money to really put on a good television show. Somehow, through the press, through radio, through the organizations that we've talked about tonight, we've got to get people more aware of what's coming up in public television so that they'll be anxious to see it. We don't have the dollars the advertisers put into commercial television, so I think the other media, in addition to television, have to play their role in helping people know what's coming up that they should be viewing, and, as a result, the people will be anxious to see it. They'll be looking forward to it.

HERSHEY

Well thank you very much, Dr. King. We certainly appreciate your comments. And now, ladies and gentlemen, we will move from the rural discussion and the rural needs and so forth to a very broad widespread group here in our Commonwealth and people that we respect very highly for their contributions over the years. That group is what we term our senior citizens. This evening we have with us Earl J. Foulkrod of Williamsport, representing the Williamsport Senior Citizens Group. We are delighted to have your efforts this evening, and I would like to ask you out at your start -- What about this term "Senior Citizens"? I have heard some senior citizens say that they prefer another label than that. What would you recommend we call you, other than Dad, Mom, Grandpa and several other things?

FOULKROD

I have no objection. I am only 39 summers, but a lot of tough winters. But senior citizens, a lot of people feel that when they are 65 that is the end of the road. It isn't. My recommendation to retired people is get the old saw, saw the rockers off the rocking chair, don't watch non-public TV, don't watch some of these idiots . . .

PANEL MEMBER

What did you say, don't watch public television?

FOULKROD

I said watch public television.

PANEL MEMBER

Oh, oh all right, all right.

FOULKROD

Watch public television, but don't watch some of these idiot box soap operas. And then get out and get involved with your community. We've many avenues that senior citizens can get involved in and do a good job. I am with American North and Central Heart Association and we have Heart Sunday. Two years ago I had a letter (from) a woman who was pretty near 70 years old. She is one of my workers. She called me up and said, "Mr. Foulkrod, the weather is bad, I can't go out." I said, all right, I will get someone else. The next day she called me, it was a bright day, she said, "Mr. Foulkrod, I felt good, I went out and I got \$56.00 for you." That shows you what retired people can do.

In Lycoming county we have 16,000 senior citizens. That is quite a number. Four years ago or five, we started the Senior Citizens of Lycoming County, Inc. We didn't have any money. We met in a church -- about thirty people. Now the Williamsport chapter has 700 members. We have nine chapters in Lycoming County.

There has been a lack of publicity on public television and what it can do. A lot of people don't realize what a program we have. I didn't realize until about a week ago what you can do. We can reach out to those people. We can have good shows, serious drama, we can have music, and we can have handicrafts like your "Sew Smart" that will reach these people and get them off the rocking chair, get them interested; because a lot of people, when they are 65 say, "Oh, this is not for me." It is. You can get out and do it.

There are several other areas besides the senior citizens that public television can help, and that is part of Action. In Williamsport we have a SCORE chapter -- Senior Citizens for Action. We help business people. Now, all the men are past 65, they are retired businessmen, and we go out and help business. Two weeks ago we conducted a pre-business workshop at the YMCA, and we had 41 people. I am only 39, but aged people can do something to help one another.

We have another program that we are going to try to get in Williamsport, but we can't, but we are going to get it for Laurelton and the home down at Selinsgrove, and that is the Foster Grandparent Program. A woman who is 65, who is willing to come will get \$1.20 an hour to take care of two children, and children that need love. That program can be handled.

In other words, a senior citizen can be a lot to help out and to take part, if you can just get them interested in it, and we can. I think the public television is one way that we can get (them interested). Now, when I go back, we send out about 1,500 monthly bulletins to senior citizens in Lycoming County United Chapters, and I am going to get a program of some of the outstanding programs that you have that they might be interested in. That would be published every month. Thank you.

HERSHEY

Well, we certainly appreciate that. I can certainly tell you got the saw to your rocking chair all right.

FOULKROD

Aw, I sawed that off a long while ago.

HERSHEY

Do we have any questions you'd like to ask?

PANEL MEMBER

I think most of the things that he has said would apply very well to all adult citizens not just the senior citizens.

PANEL MEMBER

Correct!

PANEL MEMBER

I think we ought to send you out as our ambassador of good will and ideas, because your enthusiasm would catch hold.

FOULKROD

I like people, and the only way I'm going to like people, and people is going to like me is that I send out "I like." If I send out "I hate," "I hate" is coming back to me. And if you send out "I like" and you take these older people, older people who stay in one room, there is nothing left in the world for me, I am 65 or past and that is one thing we should do. Here in America we shouldn't have that condition. Yes?

PHILLIPS

I would like to ask your opinion about a program idea that is along the lines that you are talking about here. It answers, it may answer, the question I would ask: why they would tune in? First people have to tune in, and what is going to motivate them to watch these programs? Let me clear this idea up, just see if you think it hits the mark at all.

FOULKROD

O.K.

PHILLIPS

It is based on the assumption that these people, a lot of them, are sitting in one room, and one of their problems is loneliness.

FOULKROD

Correct!

PHILLIPS

And that if there was a script of programs, that is every afternoon or evening at some appropriate time, every day, a program with a host that they can identify with, somebody who faced the same problems, who sent out "I like" to them as well, had the music on, perhaps a studio orchestra from the time they remember best . . .

FOULKROD

Correct!

PHILLIPS

And they talked about the hobbies that they might want to be involved with, that kind of thing. Does that sound like the certified deal -- and then you have plugged into this entertainment program information about SCORE, about Action, about these other things . . .

FOULKROD

But to get them off the rocking chair, and get them interested, because a lot of people say, "When I am 65, it is the end of the world."

PHILLIPS

But, do you think they would watch a program like that?

FOULKROD

I think a lot of them do. And when I go back to the senior citizens meeting, I am going to mention what has taken place here, because I think a lot of them are interested. A lot of people are interested in good music, I should figure, and interested in pop concerts and are trying some of this rock music. We know some of the other people like rock music, but a good many (other songs) back in the good old summer time, seems like, it takes back memory lane. And we will remember things that happened years ago. They dwell in that, and they sit there in their room rocking away.

HERSHEY

I think we got a pretty good idea going here. I presume the name of this show is going to be the Earl J. Foulkrod Hour. Thank you very much. Thank you very, very much. That was a delightful presentation. Ladies and gentlemen, now we go back to Harrisburg again for the last report of our member of the legislature. It is Patrick A. Gleason of Johnstown, state representative from the 71st district.

GLEASON

I am very delighted to accept the invitation of WPSX-TV to indicate to its viewers my own view of the place of public television, particularly in state government and local government in Pennsylvania today. I believe that one of the most outstanding roles that could be played by public television is to bring the people who are served by government much closer to their government by means of television.

GLEASON

I discovered in a trip to Florida in 1973 that the Florida public television network televises most of the important sessions of the Florida state legislature. The program, surprisingly enough, has a very large audience because the people of that state are very sincerely interested in finding out how the general assembly or the state legislature of Florida operates. I think this has a beneficial effect in many respects. First of all, it informs the people, which, of course, is the most obvious and the most salutary aspect of televising public government. But, secondly, it impresses upon those who are in government, those who are in the process of debating, those who are in the process of legislating, that they had best behave themselves and conduct themselves in a decorous and a substantial manner. I was very pleased to see just how well the Florida state legislators behaved before those television cameras.

I sincerely feel that public television could do a great deal to bring at least state government and specifically state legislature, often misunderstood by the people, much closer to the people. I would hope that those who are involved in the decision-making for public television would seriously consider televising sections of the state legislature and also televising the committee hearings at least in the House of Representatives, because this year the Republican-controlled House of Representatives has opened up the committee system completely to the people. I think the people would be very, very well-served if they could see these legislative committees operating, working very, very hard, very diligently, handling extremely complex and complicated matters, all for the welfare of the people. I feel strongly that the more accountability we have in government, the better that government is going to be. We get accountability when we are in the view of the public, and it seems to me that public television can do a great deal in this regard.

In terms of local government, I can see some utility there, but unfortunately there are so many local governments, for example, served by each public television channel, (this would probably not be too feasible unless an extremely important or grave issue came up). But the more use by public television of its facilities to bring government closer to the people, the better off we are all going to be.

The news networks, the commercial networks, are unable to give a completely balanced and intelligent view of what happens in government because of their time limitations, because of their commercial limitations, and because of the cost involved in private television. But the public television can do all of these things. I think the opportunity is there, and I think that those of you who are watching the program tonight and watching what other people in state government have said ought to encourage, very strongly, public television to get involved by bringing state government closer to the people and letting you have an idea what is going on in Harrisburg in those decisions which most intimately affect you. Thank you very much.

HERSHEY

Thank you Representative Patrick Gleason of Johnstown from the 71st district. I should like to say again, ladies and gentlemen, that we are indebted

HERSHEY

to the four representatives that have spoken to us this evening by the way of film. They are all on the house board, in session this evening, and they were kind enough to go on film because they were interested enough in public television to offer their suggestions in that fashion. So, we appreciate it very much. Now, we move on to a representative here in the studio this evening, Jean Kosik of DuBois, representing the DuBois chapter of the American Association of University Women. We are delighted to have you this evening.

KOSIK

First of all, I would like to say thank you for the opportunity to be here and be sitting here really enjoying myself. I am so glad I am following our gentleman who spoke this evening for the senior citizens. He is a perfect medium for what I want to say.

To sort of categorize what my position is, my viewpoint will probably represent basically the ideas of our local DuBois area chapter of the American Association of University Women. This, of course, is an organization made up of college graduate women of all ages. The organization is involved with all of these many problems that we have spoken of tonight, both in our own community and within the nation. I would like to limit my comments to education in our community, as this has always been a high priority for AAUW.

I would also like to speak on behalf of a non-organized group of people in our community, that is, the people who are interested in the art in our community. DuBois is a town which is very much like, probably, most of the towns represented here. We are very isolated from any established cultural interests within our community. We have no museums, we have no art gallery, we have no symphony orchestra, and we don't even have a civic auditorium. So, this presents a dilemma for people in our town who are interested in the arts. In a way, it is good because it helps us to develop our own artistic ability, but if (we) don't revert to our own creativity, we sometimes, we should, and we do, turn to television and the media. Here is where I feel public television has done a very fine job in helping to get to us many of the cultural interests in which we are interested. Since the television is really an art medium, in itself, I think that the people who are involved in public television realize their part in this and are very interested in trying to elevate the goal of the arts in society.

As far as specific problems are concerned, everybody has their own little thing that they would like to push. I was not really amazed, but I almost got pushed tonight by our senior citizen man. The one thing I would like to emphasize is I think there is a need in the arts to bring the priority of orchestra string instruments up to a higher level within the community, within the nation, even within the art system itself. I think that if we are to have a program to interest the people that our senior citizen gentleman was speaking of, and he wants to hear some of the old orchestras, we may not have anyone to play the violins and the cellos and all those instruments if we do not become aware of the fact that this is a needed area.

KOSIK

This is not just the problem, obviously, of public television. This is where education does come into the picture. But, once again, the educational system needs input from outside sources in order to assist the parents, the school administrators, the public in supplying these needs. I feel that, since the arts do have such a low priority, even in education, they seem to be the first thing to go when curriculum is considered for us, and sometimes an elective-type course. Since this once-called fad of television seems to be here to stay, I think we should realize that there is a need for creative people.

Most of the things that we have been talking about tonight have been very, very important, but one thing that each one of them expressed was the fact that it needs to get to the public in a way that they will listen. Therefore, I think that if you could help those of us that are interested in this particular line, you could do something that non-public television cannot do. They seem to only be able to appeal to the masses and to things that will bring in the profits for them. Therefore, I would appreciate, from the standpoint of cultural interests, anything that you can do to help us on our particular problem in the arts. Our own organization, the American Association of University Women, is very interested in this as a priority and has submitted within its legislative priorities which they will recommend long-range and adequate financing for public broadcasting with substantial resources in time allotted to educational, cultural, and public affairs programming beyond presently enacted laws.

I would only like to close with a thought that came to me while we were sitting here and listening. Perhaps, if you could set up a permanent representative in these different areas to feed into your station here some of the needs of the people of the community. They could report to you and also report back to their own communities things that you are offering. Since money is one of the problems with public television, I think that there are probably many volunteer organizations that would be willing to take this back also.

HERSHEY

David Leonard here, the executive director of the network for the Commonwealth, is on the panel. What do you think of this suggestion that Mrs. Kosik just gave?

LEONARD

I think that if we had heard nothing else all evening, that would have been worth the trip. I think that it is a very good suggestion to set up two-way communication in this fashion to keep it going. This is one of the things that we were, of course, concerned about when we embarked on this particular project to go out and ask people, because the questions we are asking is that. It is the kind of thing where we can't spin our wheels as one of the earlier speakers said. We do have to carry through on it, and one of the ways to do that is to make sure we do establish continuing contacts. I am very glad to know that this is of interest to others. I would like to follow up with a question on the arts and the cultural area, just to ask you how any particular Pennsylvania artists, cultural groups, artistic groups, or whatever which you would feel would be particularly important, particularly appropriate for public television to bring to you (could become involved).

KOSIK

I don't suppose I can categorize it as Pennsylvania people. I feel that, if you do travel to these small communities, you find a lot of talent within the community that could be utilized in the local areas such as this. I also think that this would bring interest to this particular station. We have got people to tune in to the public television station if something in their own town is being put on a program, and that would at least get them that far. Then, as they find that there are things on your station that are of interest, this would automatically grow. As I said, I don't really know of any particular group or people, but I am sure, probably everybody has someone that they could recommend in their town or even the background of people and musicians or artists and, perhaps, programming them in the type of thing (such as) a day in the life of someone in an area such as ours. I think this is the problem nationally, too, as far as the arts are concerned for music. The orchestras and the strings -- no one seems to have come up with an innovative program that will get the interest of the people. This is what I think we have to do. I think Leonard Bernstein's Children's concerts were one, but it seems to have stopped there and . . .

HERSHEY

Mrs. Kosik, I think you can solve this. Your suggestions and comments were well-received. And I am sure that -- you have another comment?

PHILLIPS

Just a little. We produced a program here a while back with a composer named Persichetti. Parable Ten was the name of the work. He came here and rehearsed with the Alard Quartet, and we had a film crew with him during that first rehearsal at which he explained some of the philosophy of the work and why it came about. Then we heard it performed in the premiere performance. Now, (is this) kind of thing which you are talking about to a certain extent?

KOSIK

Yes, very much so. I think one of the problems, of course, (is that) where we live in DuBois we do have a cross-section of public television. We do get the Pittsburgh channel, and we do not have the advertising or the publicity about some of these programs that are coming through. There are listings in the paper just as . . . but not real explanations. Whether this is a problem for you, financially, and would need help within our communities, I think this would be a good project on our part. Otherwise, I think the publicity needs to be done on things like this. And, so that we know when you are doing these things ahead of time.

PHILLIPS

Getting back to providing a medium of expression for local musicians. Let's stick to musicians. The fact that you don't have a symphony orchestra or chamber music group as you suggested, means that while there are musicians in DuBois, they are unemployed, so to speak. Is that true? How would you see us getting at giving them expression?

KOSIK

I am not sure there are unemployed musicians, I think a lot . . .

PHILLIPS

I mean unemployed in the hobby sense.

KOSIK

O.K., in the hobby sense. We have, of course, tried to do this in the community for the people that are interested. These people will do this. For instance, we are having our own festival of the arts. We started one last year in our community specifically for classical music, because we do have the folklore type music. It is all cultural and I don't mean to draw a line between it, but what has happened is that we have a need for the classics in our community. We do have our local fairs and so forth that have a lot of the artistic things displayed and music, country music, and so forth, so that we had a festival that was strictly for the classics. I suppose publicity always helps everyone. I don't mean we are needing publicity, because the people that know about it will come, they are interested in it. It is just to have it available for those who wanted it.

PHILLIPS

Good, good. Thank you.

HERSHEY

Thank you very much Mrs. Kosik. We appreciate it. We have just heard from Mrs. Kosik of DuBois representing the DuBois chapter of the American Association of University Women. We have another representative from this organization, and that is Carol Hermann of State College, the legislative chairman of the State College chapter of the American Association of Univeristy Women. Delighted to have you come right along and follow-up Mrs. Kosik.

HERMANN

Thank you. I find myself in a kind of interesting position, a lucky position. Thank heavens I am not here to only represent the American Association of University Women, because she might have taken my material. As I say, I am not here as a spokesman for AAUW or the State College Borough Planning Comission of which I am also a member. What I have to say relates to my activities with these groups as well as my own personal continuing interest in government on the local, state, and national levels.

In answer to the question that I was asked, I think that the most important challenge that this country faces today, is providing responsive government to its citizens. I think that in a democracy we tend to underestimate the influence all levels of government have on our lives. That influence is tremendous. I think when we hear these problems discussed, problems that all of us hope will be solved, government enters into a very high percentage, I would

HERMANN

say 90%, of the things that we have been talking about tonight. I think we need to understand government so that we can address it and make it fit our needs.

Before I offer you my suggestions for new programming for public television, I want to say that, while newspapers sometimes keep a person factually informed on the decisions a governing body makes, it hardly ever provides a person with all the events leading up to those decisions or sometimes the lengthy debates preceding final action.

Keeping this in mind, I would like to suggest that public television consider on the local level -- and they will probably laugh when I say this -- televising public meetings. Because I live in State College, I would suggest the State College Borough Council as the logical choice because it is the major decision-making body in that borough. As a long time observer of the council, I think I can say that unless people are directly involved in a controversial issue, usually zoning, they stay home. This means that only handfuls of people ever see their elected officials in action. And, I ask, could we bring these officials into our homes via public television?

In addition to televising major public hearings, I think television could provide valuable background information on selected important recommendations coming from the various appointed boards and commissions in local municipalities. The State College Borough Planning Commission, for example, is just about to recommend a new zoning mile for the borough to council. Many planning commission decisions were reached after walking tours through the borough. Now, I think it would have been tremendous if a TV cameraman could have come along with us and then showed the public the kinds of things the Commissioners face within their own decision making process.

Another example of a meeting that could be televised is the Ferguson Township Government Study Commission's Presentation of their home rule charter to Ferguson Township citizens in March. Now, I understand that members of this commission have prepared visual aids to help with the oral explanation of their charter. Televising such meetings might encourage other groups, other official bodies, to strive for similar professional approaches in the public presentation of their ideas.

On the state level, to echo others, I would like to see some kind of televised Harrisburg watch on a regular basis. Ideally, I would like to see video tapes of our legislators in action on the floor. At a minimum, I would like reviews of bills as they are introduced with the pro and con arguments for each bill. In my opinion, this could be done by a journalist from Harrisburg. It could also be done by the legislators themselves. At the end of every session of the legislature, I think the public television should review the successes and failures of that particular session.

My recommendations for national level programming would echo those I have made for the state. I personally feel that the Watergate hearings were one of the most valuable television programming efforts in a long time. I would like to see more hearings televised out of Washington dealing not only with major scandals -- I don't see why we have to wait for Watergates -- but also with day to day issues that come before Congress which, in the long run, may very well be more important than the Watergate hearings. In this way, if people

could become interested in such programming -- and that seems to be the big if -- perhaps the majority of the citizenry could be informed about their government. I think the public should know its elected officials as as it knows the various television personalities. It seems to me that our approach to television's potential is unbalanced when the general public knows more about Archie Bunker and the Waltons than the voting record of their Senators and Representatives in Harrisburg or Washington.

HERSHEY

Well, thank you very much Carol. Any comment or questions, suggestions?

PHILLIPS

They got wise to the beef.

(general laughter)

Carol said I would laugh because she has heard my song and dance before and I gave it earlier to Mike, but logistically, because of the wide coverage of our station, it is just not feasible for us to get involved in this kind of programming.

HERMANN

I know, sitting here I know I have heard that before, and I have agreed with it. I sat back and thought "He is right." But, listening to these other people, I disagree, Dave, because I think that State College, for example could be very interesting to somebody at the other end of the county or at the other end of the state. Not only because of --No, when we think State College is the University, I am sure that people identify with the town. But also, on the other hand, I'm very interested to hear this man talk about Clearfield. Now, you know, I think we tend to be provincial in thinking that we only care about our own areas, but when we start talking about growth programs for the state, it is important to be able to know what some of these local municipalities are doing so that we can get a feeling for the whole state. And I think that the assumption that other people might not be interested in, say other people's small town problems, is wrong.

PHILLIPS

I don't think that's what I said. If I did, I meant to say that the practical problem of covering on a regular basis televised public meetings of municipal bodies in our 29 county area just (is too great). There doesn't exist enough air time to do it on a regular basis because there are literally hundreds of communities.

HERMANN

I didn't think you would have to do it on a regular basis

PHILLIPS

That was what I was trying to get at.

HERMANN

Generally, I would love to have you do borough council every week, because it would save me from going to meetings.
(Laughter)

But, I think you should have some kind of informational system set up so that you could know when a particular municipality was discussing or facing an especially important issue that may or may not have implications for the rest of the state. I think that you might -- maybe this is too much to ask also -- but I would like you to try to take different municipalities on a regular basis, not any one, but to go to different places and have it an on-going thing rather than as Mr. Ulerich was saying about a one shot documentary on "here's what's going on in Pennsylvania today." I think you would have to do it on a regular basis if it were to be meaningful.

HERSHEY

Thank you very much Carol Hermann for your comments. We really appreciate it. Carol Hermann of State College, legislative chairman of the State College chapter of the American Association of University Women, speaking more directly this evening for herself. We have one more person that is to testify this evening. We would like to have David M. Barron of Lewistown, an attorney, to come forward and share the podium and give us his views this evening.

BARRON

Good evening. Good evening. I'm the clean-up here, apparently, who usually bats fourth, but I believe the number is 15 is I am correct. I am reminded of a story of the Sunday school class that went down to Hershey. And, in that class -- did I hear a moan in the background? Excuse it one time. -- And, in that class there was one chap who was really good at praying. Every occasion led him to prayer. And low and behold as they were passing through the great Hershey plant, his foot slipped and, yes, in the vat of chocolate he went. Down the first time and back up, and down the second time and back up, and on the third time as he was going down, he was heard to give this prayer, "Lord, may my mouth be worthy of the occasion."

(Laughter)

Let me be the devil's advocate with you this evening. Before beginning, let me say I frankly think that television is great, especially public television. Let me say that every time I heard it called educational television this evening, I heartily disagreed. I don't think it has very much to do with education. Does it culturally enrich? You bet it does. Does it provide stimulus to acquire education? You bet it does. But, is it a substitute for the classroom book approach of Professor Kurtz mentioned earlier? I'm skeptical. But what it does do in public sector, if I may suggest, is it gives the opportunity for the public on a rare occasion to be heard such as tonight.

But, most of the time you're shoving it down my throat, and I am not all together sure I like it. Here are the reasons. Despite the effect of national things like Watergate, the energy crisis, and so forth, there is precious little I can do about it. Oh yes, I am darn interested if I can't get gasoline, you bet; but, as to what I can become involved in and what I can participate in and do something about -- precious little. But, I am interested in where

BARRON

the sewer system in my town goes, and I am interested, along with the League of Women Voters, whether or not we have a home rule charter. I am interested about pollution about the local factories and schools. I am interested in politics, and we local people need an opportunity not only to have our problems aired, but to show you some of the solutions that we've arrived at because of solution in Clearfield. Maybe just what we are looking for with some modification in Lewistown. A forestry problem solved in McKean county may take care of a situation with modifications for the forest areas of Mifflin County.

We need this knowledge, and this is the essential thing. You may not, and, I am so bold to suggest, you cannot educate in the littlest sense of the word, but you can inform, and please keep it to that. This University is great, and I am pleased to say that I graduated from it when it was a mere college. I'm sure the name and its amplification and the force of these times has brought much glory, luster, as well as caliber equality to it. But, it does have its ivory tower concept. Gentlemen, we don't happen to think that all the great fund of knowledge, learning, and wisdom lies within Penn State University. Many of our local areas have gifted, skilled, highly professional people who can, if I dare say, demonstrate to the professorial type, thought, knowledge, and industry in action. Yes, I have read a bit of George Bernard Shaw, and I well remember that he who can does, and he who cannot teaches.

So, let's look at it. I'm interested, really, in the concept that came out shortly after World War II in the Italian movies a Verismo school -- the truth school. On the local level, we need to know our problems, but we also need to hear about solutions. On the state level, desperately need information. I've heard so much about the sunshine law. It was referred to here tonight. But, in all the discussion that I have heard about it, I have not yet heard anybody recall that the United States Constitution was formed, framed, and put out for passage in complete secrecy. We don't even have a full set of notes from anyone as to all the proceedings that went on. Let's have balance here. I'm not afraid of the Sunshine Law, but I don't say that it is a panacea to local government or to state government.

Also, on the state level, the lady who pleaded for cultural expansion and cultural opportunities. Let's see the Pennsylvania Ballet for culture. I would love to hear the Johnstown orchestra, I know they have one but I have never gone to Johnstown to hear it. Yes, that may be my deficiency, but there is a bit of transportation involved. Harrisburg, I know, has a good orchestra because I hear it on radio. I don't see it on FM, on television. How about some good rock groups. May town has got a couple of good rock bands that could well grace this very studio and give you a terrific show. Let them demonstrate their talent. I don't care whether you are opposed to rock or not, although those who are culturally oriented will tell you about the rope block and so forth and things of an unnecessary nature I won't cope with.

I ask you to do, as can be suggested here, two things. Though, I know it costs money to go on location -- go and run it twice, three times, four times. Let the economy wave set in. As the good publisher says, we have got to hit them again and again and again. Let's see some reruns of the best stuff you have put out. I would enjoy it thoroughly.

BARRON

There are, within the university disciplines of ancient times, three great educational lines of inquiry. Medicine to teach us to live longer, law to teach us to live together, and religion to teach us to live within ourselves. You are a vast wasteland so far as philosophy, morality, and religion is concerned. I don't care whether that is Mohammedan, Jewish, Protestant, Catholic, whatever it may be. Teach me something about the understanding of the Chinese philosophers, but let's hear something. What is the prime need in America today? We have good people here, but all of a sudden we forgot the moral bases on which the country was built.

Well, that is not bad for the first chapter of a polemic, so let me conclude briefly this. First, gentlemen, I encourage you heartily, and I'll join you in your experiments, and if they goof, I'll support you for having tried. But, I issue a caveat if you will. Caveat, a legal word from the old Latin, to beware. Beware. Remember your limits. The public has an unlimited need to know. But you don't have an unlimited source from which to supply that need. You cannot do it alone from your own resources.

You are in public television, if I may say, not educational television despite the fact that this word is often used. I believe, if we looked into it, my lawyer background would tell me the reason is because in order to make the contributions deductible, it was necessary to put it under the educational section of the Internal Revenue Code. Public television, gentlemen, is not commercial, but it sells. What product does it sell? Does it sell its own product: Sell perpetuation? Or does it sell something that the public needs? Is the product you sell public in nature or is it a private orientation?

The gentleman here pleaded for agriculture, an understanding of agricultural plights. No aspersions cast, period. But, I point this out. This is the reason that it is important to know from what source the people who have spoken here this evening come. Remember, you public television people, you're not elected. We have had one elected official here this evening, only one. You are not elected to tell me what I want to hear. You are responsible to me as a tax payer. And finally, I pray to you. Please don't be so deadly serious about it all. Can't we have a bit of humor in the presentation. Thank you very much.

HERSHEY

All right, thanks for the bit of humor.

BARRON

It's been a pleasure.

HERSHEY

In following, does anyone have any comments they would like to make to that?

PANEL MEMBER

That would be pretty tough to follow, but I certainly concur with a number of your statements. But that last one, I often think that we are too serious

PANEL MEMBER

about much of what we are doing, and that we fail to put it over in a more acceptable vain, including humor.

BARRON

I enjoy every cultural music show. The fellow always seems to have to have a deep voice, don't you know, and he comes on as if he were Moses bringing the tablets down from Mount Sinai, and we all know that Bach or Brahms or Beethoven probably stole a tune out of some saloon.

(Laughter)

HERSHEY

Dave (Phillips), I hope you are going to take him up on a couple of things he mentioned here. Tell him some of the things that we are doing that are in realms that he has mentioned. I don't want him to go away thinking he had us.

(Laughter)

PHILLIPS

The only thought that really occurred to me that I had any factual basis at all on was to point out that according to the communications act of 1934 as amended in whatever year, that we are legally called non-commercial, educational television stations, and that the public nomenclature is a johnny-come-lately kind of thing that has to do with the Public Broadcasting Act of 1967. I think it was something like that. That name was what I wanted to suggest, of course.

BARRON

(That) name was what I wanted to suggest, of course.

PHILLIPS

The only thing that I can really think of at this point is to call your attention to the WPSX Program Guide..

BARRON

If you are a subscriber, that helps.

(Laughter)

PHILLIPS

It does. It does. Every little bit helps. In those areas that were mentioned about programs, there is one official way to find out what's going to be on our channel and that's to subscribe to this program guide, and I call it to your attention. Maybe after the program somebody else will send it to you.

BARRON

Best three dollar buy I know of.

(Laughter)

HERSHEY

Mr. Barron, thank you very much. You have livened our program and you have also added a little humor here to the end of our program.

BARRON

Thank you.

HERSHEY

Thank you very, very kindly. Dr. Fisher, this concludes, now, the public testimony this evening. We are indebted to all of these people who have come and to the four legislators from Harrisburg. Would you have a comment to sum up the meeting?

FISCHER

A very brief comment would be to say that I am just actually thrilled with the response we have had tonight, with the representation that we have had in our participants who came before us and passed us the word. I think we need to be very grateful to all of you who took the time to express your thoughts about what we might do that might be more effective in the public television area. There were a lot of fine ideas that are going to require careful consideration and assimilation and digestion and a study to see what we can do about them. One thing that I would pass on to all of you, both you in the audience who came before us tonight and you constituencies that you represented and to our viewers, is that we need advocates for improved public television. The stations, all seven stations in our network, and our central network and the Commission can't do this if we don't have strong advocates throughout the Commonwealth, that will back the needs that there are -- the needs that you have expressed -- and our ability to meet them. Now, I think that about covers my summary.

HERSHEY

David Leonard, the general manager of PPTN, we certainly thank you for being here this evening, and to you David Phillips, the general manager of WPSX, we appreciate your efforts and this channel in cooperating with public television network here in the state of Pennsylvania in holding these hearings. And speaking for the commission itself, and I am sure you will join with me as a member of the Commission. Dr. Fisher, we are certainly appreciative of your participation and for the questionnaires that have been completed by many who are not here this evening. Those who would like to express their views, we would ask you to write the station for questionnaires or contact the Program Guide or other publications where there have been questionnaires requesting your viewpoints. We solicit your suggestions.

HERSHEY

And now, let me tell you what is going to happen to these suggestions that have been made this evening. They're going to be collected with the suggestions that have come in from the other six stations in the state of Pennsylvania. The boards of the respective stations will (consist of) managers that have been elected. They will be reviewing these suggestions along with the professional staff and will take them into consideration as to how they can be used to enrich and improve the local program. Then the Commission of the Public Television Network will be reviewing all the suggestions and considering those in which the Commission itself can help to incorporate the suggestions for programming for the entire Commonwealth.

It is our hope that, in working with the professional staff, by the end of next month in March of this year we will be able to present the Governor with a report and to give a copy of this report to every member of the Legislature to show them exactly what the people of this state have said that they would like to have on public television. We plan to present along with these suggestions and ideas some suggestions as to how they might be packaged and put into program units. Then we plan to put a price tag as to what it will cost to produce it.

It was mentioned here this evening that this cost money. On the other hand, relatively speaking, it is a very small amount of money, Dr. Fisher, you know as treasurer. Yes, it does take money but, relatively speaking, it's a small amount of money. Yet, we realize that we must have this from the public. It's a public agent, but we do not expect to go before the Legislature and ask for money until we have these ideas from the public packaged in such a way that the Legislature will buy if they approve this additional support. And we are hoping through it all we will have additional support so that public television can become more and more meaningful for the people of the Commonwealth. Thank you very much for being a part of our program this evening.

TRANSCRIPT OF HEARING

HELD AT

WVIA-TV

SCRANTON/WILKES-BARRE

February 23, 1974

List of Participants
Public Hearing
PPTNC/WVIA-TV, SCRANTON/WILKES-BARRE
February 23, 1974

I: 419

1. Vic Diehm, Sr., Immediate Past President of the Pennsylvania Chamber of Commerce and Chairman of the Board of the Hazleton Broadcasting Company, WAZL-WVCD.
2. Dr. Robert Berman, Orthodontist, Wilkes-Barre.
3. Joan Costello, Director, Osterhout Library, Wilkes-Barre.
4. Judge Richard Conaboy, Scranton, Lackawanna County.
5. John Gray, 4th Grade Student, Grove Street School, Avoca, Pa.
6. Rabbi Arnold Shevlin, Temple B'nai B'rith, Kingston.
7. Sally Weiss, 44 Volunteer, Honesdale, Wayne County.
8. Jack Fiorini, Sullivan County High School Teacher, Chairman Curriculum Committee EETN.
9. Howard Deis, Greater Hazleton Chamber of Commerce President.
10. Richard Ross, Wilkes-Barre Chamber of Commerce President Elect, President 1st National Bank of Eastern Pennsylvania.
11. Barbara Parini, 44 Volunteer, Exeter (phone calls).
12. John Sutton, Superintendent of Wayne Highlands Schools.
13. Representative Thomas Walsh, Scranton, Lackawanna County.
14. Ann Dahne, League of Women's Voters, Kingston.
15. Howard Grossman, Economical Development Council of N. E. Pennsylvania.
16. Joyce Vitali, 44 Volunteer, Exeter (Phone calls).
17. James McNulty, Deputy Mayor, Scranton.
18. Rev. Richard Bevan, First Presbyterian Church, Wilkes-Barre.
19. Representative Jonathan Vipond, Waverly.
20. Don Moyer, Executive Vice-President, Chamber of Commerce, Scranton.
21. Sandra Toole, 44 Volunteer, Pittston (phone calls).
22. Judy Marsiliano, Student, Technical High School, Scranton.

TRANSCRIPT OF HEARING HELD AT WVIA-TV

SCRANTON/WILKES- BARRE, February 23, 1974

Welcome to Pennsylvania's Public Television, the People's Business. I am George Strimel, Executive Vice President and General Manager of WVIA-TV and WVIA-FM.

For the next three hours or so we'll be here listening to you. For the last month WVIA-TV, along with all the other stations in the Pennsylvania Public Television Network, have been involved in a project to find out what you want. We are listening to you, this is your opportunity to talk back to your television set. For the next two hours we are going to hear from people from all walks of life from throughout Northeastern Pennsylvania as they tell us a bit about their thoughts of the present and future direction of public broadcasting. You are welcome to participate in this process. We have in the studio as this program is being produced live, phone operators who are anxious, ready and willing to take your statements about any aspect of public broadcasting. We do want to hear from you. Just a note that our number is 655-3563 and you may call from out of town free. The people who you will be seeing today, as I said, are citizens from throughout Pennsylvania and hearing what they have to say are other citizens of this area and also of Pennsylvania. Some of the people have yet to arrive, but as time goes by they will be here. The President Pro-Tempore of the Senate of Pennsylvania, Martin L. Murray has appointed Senator Franklin Kury of Northumberland County to assist him on this hearing. Senator Kury was having, like so many of us, some car difficulty. He is on his way and we have great hopes of an early arrival. The Speaker of the House of Representatives, the Honorable Kenneth Lee, also of our area, has appointed to sit on this hearing panel, Representative Frank O'Connell of Kingston. Also on this panel will be Philip Berman of Allentown, Mr. Berman is Chairman of the Pennsylvania Public Television Commission. He also is delayed but is on his way. Next is John Gibson, President of WVIA-TV Board of Directors, Mr. Gibson is from the Abbingdon area, especially from Dalton. Also on our panel today is J. Muir Crosby of Kingston who is chairman of the Board of Directors of the Northeastern Pennsylvania Educational Television Association which both owns and operates WVIA-TV and WVIA-FM. Next to Mr. Crosby is Mr. Eugene Doherty who is from the Hazleton area who is a member of the Pennsylvania Public Television Network Commission and is also a Vice President of WVIA-TV. Next to Mr. Doherty is Dave Leonard, who is General Manager of the Pennsylvania Public Television Network. Mr. Leonard, welcome and maybe since Mr. Berman isn't here you might tell how this fits in with hearings being held around the state.

Mr. Leonard:

I would be happy to. This is a cooperative project which is being undertaken by the seven public TV stations serving Pennsylvania and the Pennsylvania Public Television Network Commission. The idea, the objectives of this entire process is to ascertain, find out what the community needs, what the problems are within each stations area and of course, statewide. Then we plan to develop programming services which will be responsive to the public's needs you will be telling us about, again both locally and statewide. Then we plan to do all we can to better utilize the resources we have right now to serve you. And we are also seeking new and additional resources, which I'm sure you know means money among other things, in order to be able to provide those programming services that you tell us that you want and need. It is not a closed process that's going to be over in another month and never happen again, because we plan to maintain a continuous ascertainment of community needs and evaluation of what we are doing so that we can, over the years, continue to get the interest of the public from the people that we are serving through public television so that our programming can be as effective as it possibly can be. That's what's happening. We are holding hearings, as we have mentioned, all over the state and conducting interviews and surveys and all of this will be put together into a final report that will highlight those things which the public, the people, tell us that they would like public television to do for them.

Mr. Strimel:

Thank you very much Dave. And that's how it fits in to the total state picture. Just a few words on how this particular hearing will operate. We have a number of speakers, people who have responded to an open invitation to appear before this panel and share with all of us their thoughts about the future of public broadcasting in Pennsylvania. At the same time, we have sent out questionnaires; there are questionnaires appearing in TV Guide and our own "Outlook 44" as well as in area newspapers. We hope you use those. Will you use the opportunity to phone in your thoughts, your statements, about public broadcasting. Right now and during these proceedings we will have an opportunity to hear what you have had to say spoken by another volunteer. And I think that is important to note. The people you will be hearing are not employed by the station, they are not members of the Board of Directors, they are not affiliated with any of the groups that make up public broadcasting. These are citizens from a variety of areas from throughout Northeastern Pennsylvania and so, every eight minutes or so another one of these fine distinguished citizens will be appearing before us and appearing before you. To begin with I would like to first introduce the first person who will speak to us and his name is Vick Dean. Vick Dean, Sr., who is the Immediate Past President of the Pennsylvania Chamber of Commerce and is also Chairman of the Board of the Hazleton Broadcasting

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Company, WAZL and WVCD both in Hazleton. Mr. Dean welcome.

Mr. Dean:

Thank you.

Mr. Strimel:

If you will just go ahead and tell us what your thoughts are about public television.

Mr. Dean:

First, I would like to say that I do not have a prepared statement, I guess mostly because I don't read very well. I am happy to see some of my friends here, like Frank O'Connell. I've battled his side for quite a few years and Gene Dougherty, who brought me here and Gene Crosby. I was looking for Phil Berman. I suppose he'll be here later. I would like to just make a brief statement before I start and that is you mentioned the Pennsylvania Chamber of Commerce. It was my privilege and desire, as one of the last things I did in my two years term as President there to appoint an ad hoc committee for the Chamber to study Public Television and how business might work with it. To that extent we did have a meeting with Dr. Hershey and Phil Berman over at Hershey with some business men from the Commonwealth. I do believe that business can utilize public television very effectively. I would like to say in regard to our station here that you have made great strides in instructional TV and that you can go even further. Now from my own views based on probably nearly fifty years in commercial broadcasting, one of the great things public TV can do best is to go into current issues in depth. Now what I mean by this is that the ordinary television station does not have the time because of commercial requirements, they are concerned about the fairness doctrine and I believe that both sides of an issue should be presented. The station should not come to a conclusion, but let the viewers come to a conclusion.

I'm going to just call out three things that I think are on everybody's mind today. The energy crisis for instance. I've talked to top gasoline and oil company people, presidents of oil companies. I have heard their side of the story; how they have defended their 79% increase in profits. And then I have heard the other side and I have watched with amazement, the truckers strike. I do have to commend Governor Shapp even though I happen to be on the other side of the aisle. As the Governor, I think he did a tremendous job with the truckers. But I think that the energy crisis right now is getting very alarming and destroying jobs and this is something that should be presented with both viewpoints and let the people judge.

Secondly, we can't get away from impeachment of the President. One of the national magazines which has been very much anti-president in the current issue quotes Archibald Cox as saying that there are few things that have been developed so far by the people, that it isn't really possible to do impeachment. And the same magazine says that congress itself rides at a lower level than even the president in credibility and condemnation. Do we or don't we? These are things a heavy good thinking American should have a right to hear both sides of the questions and then decide for himself which way he thinks he should go.

And finally something that affects all of us is that we get gasoline, and the condition of the highways. Shall we transfer funds allocated for highways to mass transportation? Admittedly mass transportation is very necessary, particularly today. Should we transfer; should we say that we can't paint bridges in Pennsylvania, that we can't fix the big potholes in the road. And these are the things you hear. Of course, I made a vow that I wouldn't say who said it but in my business that happens pretty often.

Mr. Strimel:

Mr. Dean thank you very much for your part. Perhaps the panel might have some questions for you. We'll start by asking Representative O'Connell if he would like to ask you for any elaboration.

Representative O'Connell:

I would like you just to be more specific, if you will, Mr. Dean in how you believe our public television can in fact be of greater service to commercial and industrial people within their viewing area.

Mr. Dean:

I believe that once again both sides of any given question, affecting the community right now, should be aired. Right here, for instance, I didn't mention but Luzerne County and Lackawanna are heavy mobile home building. Pennsylvania itself is the second largest state and yet we lost two industries already. Now certain organizations are against the wide homes, certain are for it. Now if we take that as a specific (and it could apply to others) these effect jobs, these effect the Laundries, the stores, the advertising people, when the people are laid off, they can't buy; when they can't buy, they can't spend. And I think that both sides should be presented and then it's up to the people to go to their elected representatives with their views. I don't know if I have answered your question.

Mr. Strimel:

I think it's good. Thank you. Mr. Gibson, have you any questions?

Mr. Gibson:

I realize that perhaps energy and the impeachment of the president are very important factors. But you did mention OSHA (Occupational, Safety and Health Act) and you know far better than I do what this means as far as

business men are concerned and also employees. My question would be how would you implement passing the knowledge of what this act is all about and where the responsibility lies. I think it's a very worthwhile act.

Mr. Dean:

That is a rather difficult question to answer, really. Specifically in the time that I have, my thought again is to take the significant parts -- the parts that are finding industrialists themselves having problems with the OSHA Act. I have a couple of good friends in the broadcasting business that had to build brand new buildings at terrific expense just because their current building, the one where they leased, did not come up to OSHA standards. I believe OSHA is on the right track, but I believe in some instances they've gone a little bit too far. I think a station like this should probably try to develop these stumbling block points and then bring the other points of view. Then once again we come to an elected representative. They are the ones who have to do the job. We individuals can't do it.

Mr. Strimel:

Mr. Dean thank you very much. The few minutes that you have spent with us have been very illuminating and we very much appreciate it. We will make a record of this and certainly consider it as the time goes by. Thank you. Our guest was Mr. Vick Dean, Sr., who is the Immediate Past President of the Pennsylvania Chamber of Commerce and is also Chairman of the Board of the Hazleton Broadcasting Company, WAZL and WVCD, both in Hazleton. Our next participant is an orthodontist from the Wilkes-Barre area, Dr. Robert Berman. Dr. Berman welcome.

Dr. Berman:

Thank you.

Mr. Strimel:

Do you have a statement?

Dr. Berman:

Well, the only thing I can say is that I am a private citizen and our family frankly, are great fans of WVIA-TV. We watch it and enjoy it a great deal. As an orthodontist you probably know that I deal with children and as I see these children come into our office and hear them in the afternoon wanting to get back and see their favorite children's program I think it's very encouraging. The programs that they do have are educational and they are excellent. As a member of the dental profession I certainly want to thank Channel 44 for taking part in the Dental Health Programs that we have everyyear. My big complaint about Dental Health

Week is that it's only once a year and I think it might be advisable to possibly carry on some of these programs -- health programs -- during the year, not just necessarily dental, but other health programs. And dentistry the way it is today, preventative measures that we do have, I think people should be aware of these things and should be shown how to care for themselves and so forth. That's about all I have to say, George.

Mr. Strimel:

That's a very good statement. Now we'll ask if the panel has questions of you, Dr. Berman.

Mr. Dougherty:

Is there any specific area that you feel in the health area -- I know you talked about health generally, but what area do you feel is of dire importance?

Dr. Berman:

I think probably the most important thing today is (going to the various dentists you have probably heard the term "placque.") the removal of plaque from the teeth. This can be done very well at home by people and of course, a lot of this has to be done in dental offices. I'm not an expert in this particular part of dentistry, because this is not my field. I am speaking for my colleagues. I feel they are playing a very important part in the dental health of the people in the country today. And I feel that by our children and adults learning how this is done, actually putting it on television, which is an excellent way that it can be done and be shown to numbers of people rather than just a few people going into various dental offices. I think that public television could do a magnificent job in this regard.

Mr. Leonard:

I would only ask whether or not there are any issues in the dental profession. I know that you have talked and in some of these hearings that I've been to, some of the medical doctors have talked about various legislation which is of particular concern to them because it is going in one direction or another, such as health care plans or something which are obviously going to be developed at some point -- some sort of National Health Care Plan. Are there any issues of subjects of this sort in the dental profession which we ought to be aware of?

Dr. Berman:

I don't know if you should be aware of it. There are insurance programs that are being developed today, private concerns, there are the unions getting into this in a great extent. I think that this is being covered very well by various employers and by the vast agencies which are conducting these services today.

Question:

I have only one question, If I might, Dr. Berman and that is in your role of a private citizen and that is whether you are finding the types of programs offered over the public television network satisfactory or would you have suggestions for other types of programming?

Dr. Berman:

Frankly, I can't see that I, as a private citizen, could improve on the programming that this station has done. I think they've done a magnificent job, and I mean that sincerely. I've watched this particular station grown, from infancy and when I came in here today and saw this magnificent edifice here -- this studio is just beautiful. I was really quite surprised and quite amazed -- the progress that has been made. We have been watching the progress of this station in the number of years that you've been here. We've watched the radio auction for example, which we like to take part in. We like to support this station. We think it's an excellent station. It's good for us. Gives us things that a lot of stations don't give us. I like your FM stations particularly, the type of music that you play and so forth. I could go on and on. I frankly am not a programmer, so I don't think that I could help you in that respect.

Mr. Strimel:

Dr. Berman, you have helped us all very much and we very much appreciate your taking the time this Saturday afternoon to come and tell us -- to share your thoughts about public broadcasting. Thank you very much. Dr. Robert Berman, orthodontist from the Wilkes-Barre area.

Again a reminder that this is a live program and you are invited to participate. We have operators standing by, three operators, Lyn, Linda, and Joann ready to take your phone calls and you can call us at 655-3563 with any statement you may wish to make about the future or present of public broadcasting. And we also have volunteer workers, the people without whom this station simply would not be possible, such as Barbara Parini, Joyce Vitali, and Sandra Toole, who are here and will read your messages over when you make them. But first you must make these statements so please take a moment and pick up the phone and call us and let us share your thoughts. Our next guest is Miss Joan Costello. Miss Costello, welcome.

Miss Costello:

Good afternoon, I am the librarian of the Osterhaut Free Library in Wilkes-Barre, Pennsylvania and I do have a prepared statement. Public broadcasting and public library have a great deal in common. Both strive to inform, to entertain and to educate. In my opinion the greatest asset of public broadcasting is the variety, of local statewide and national programming.

In the questionnaire, which WVIA distributed, people were asked what they felt were the greatest concerns locally, statewide, and nationally. Locally to me means Wyoming Valley. I realize that this is only part of the total viewing area but nevertheless I think its needs are valid ones. Reassurance that the area can recover from the disastrous flood of 1972 and the reasonable reassurance that it won't happen again are among the greatest concerns in my opinion. Through such programs as official view, we have a chance to hear local officials respond to questions of interest and concern to the local area. Furthermore, this gives the interviewer an opportunity to ask about such things that should be taking place but don't seem to be. Not only is the balance among local, statewide and national programming excellent, but sometimes one type is used to compliment another. For instance, the Killers, is followed up with Here and Now, giving the local view and probably making the initial series more effective. From the viewpoint of the Osterhaut Free Library it is very helpful to have programs, such as Between the Lines and Once Upon a Time, to introduce people to the tremendous variety of books and other library materials available at today's public libraries. My greatest concern statewide was the need for less partisanship in the fiscal affairs of the Commonwealth. I was happy to see in the February Outlook that WVIA and six other stations will begin airing Pennsylvania Town Meeting next Thursday. Hopefully, fiscal as well as other matters of statewide concern will be discussed. Once again this will be tied with the local area, since the station will contribute segments to the programs overview and summary. Nationally, I feel that the greatest concern is the lack of trust in the government; public broadcasting can't restore the trust but it can and does inform the public about what is happening. During the Watergate hearings those people who worked during the day were able to see the hearings at night. Programs such as Martin Agronsky's Evening Edition and Washington Week in Review cover the National scene very well. In the beginning of these remarks, I mentioned entertainment. WVIA rates very high in entertainment. Whether it's Film 44, French Chef, Romper Room, Masterpiece Theaters, Upstairs-Downstairs or an Evening with the Boston Pops. There is something for everyone. I have left the most obvious advantage of public broadcasting to the last -- no commercials. Commercials are distasteful not only because they interrupt the programming, but also because they are generally an insult to both the viewer's taste and intelligence. To have programming without commercials is truly a blessing. All the preceding might be considered a commercial for public broadcasting. If so, I trust that no one's taste or intelligence was insulted.

In my opinion, public broadcasting is a vital part of the public's right to know and to be entertained. I support it both as an individual and as a librarian.

Mr. Strimel:

Thank you very much Miss Costello for your statement.

Mr. Gibson:

You started out concerning the flood and the reconstruction after the flood, could you explain a little further what you mean? Are you talking about more local issues of local problems, that there should be more programming on this?

Miss Costello:

I mentioned two aspects on this: One was an economic recovery actually and the second was some reasonable reassurance that this kind of disaster won't occur again. Now I think that as far as economic recovery is concerned, if there is programming concerning, for instance, in Wilkes-Barre itself, what redevelopment is doing and how this will effect the economy of the area. Other moves in that direction, as far as reasonable reassurance that it won't happen or that the disaster won't be quite as great it has now been, almost two years since the flood. As far as I know, outside of repairing the dikes where the water broke through, I'm still not aware that there has been any actual legislation in Congress to assure that if dams are needed they are going to be built or whatever is necessary is going to happen. And I think the people need to know about this and is it being done or isn't it and letting us know one way or the other. Programming should point out these various factors. I think it would be helpful to people in this immediate area and as I say, I realize that we are only a small part of the area, but I think this would be very helpful.

Mr. Crosby:

I was very much interested in her comments on the flood control program because you say that it is a part of this area. It is a part of all the area from here right on down to Harrisburg and on down. It's what we do here that's going to protect them. I think that is one reason why we should make it a broader issue and we should do something about it. I can remember back in 1936 we had several meetings and all these meetings were dedicated to the construction of retention dams all up through the Conewago. All through there we were going to get all of these things. People objected to it. Now the same thing is happening again. People objecting so that the program is not going ahead as planned. They had a meeting of the Corps of Engineers of the Army and they really outlined a program that would be interesting, but then all of this is not going to happen until 1980. That gives us about six more years to have floods. It depends entirely upon the cooperation that people, like you, get from the community to put this thing across. Thank you very much, you were very good.

Mr. Strimel:

Mr. Dougherty, have you any questions for Miss Costello?

Mr. Dougherty:

Yes, Miss Costello, as a librarian you had mentioned that you feel that public television is filling a need along with the library and some of the programs we have done? Are you predominantly saying this is on the children's level or on the adult level?

Miss Costello:

It's on both levels for us fortunately, our Between the Lines program is actually for everyone, but aimed more toward the adults than children. Our Once Upon a Time is strictly a story hour and that is of course, for children. So that we have been very fortunate in that we have had both.

Mr. Dougherty:

Do you feel that this is adequate?

Miss Costello:

Well, I think that it is certainly a lot more than most public libraries have. Obviously there are times when we would like specific aspects of library programming, but we have also been able to do that through Mrs. Gills program and that sort of thing. So that we do feel that we have access to the public broadcasting when we need it.

Mr. Strimel:

Thank you very much Miss Costello. If you will be kind enough to leave your prepared statement with us, it along with your remarks will become part of the record. We very much appreciate your taking the time.

Miss Costello:

Thank you for having me.

Mr. Strimel:

And again a reminder that this program is your program. You've heard the phones ringing in the back. 655-4563. It's your opportunity to make a statement and later on your statement will be made part of the record as we today work on determining the future course of public broadcasting. Our next guest is the Honorable Richard Conaboy of the City of Scranton, Judge Conaboy.

Judge Conaboy:

Thank you Mr. Strimel. It's pleasant to be here with you today, and as someone has said to have the chance to come down and see your new studio is always something that makes you feel as though some of the public effort that we are making in the community is worthwhile. Like the other speakers who appeared here and will appear after me, I wanted

to say before I make any of the remarks that I thought about making here today, that I certainly commend probably television in general and Channel 44 specifically, for much of the fine work that you are doing in the area of public television or public education as I like to call it sometimes, because perhaps the remarks that some of us will make yet, in the course of the day will sound rather critical. I assume that's probably what you want to hear really, is criticism, more so than sitting here and telling everyone what a fine job we are doing. So for all the good work you do, you might hear little today, but I am sure we all appreciate it very much. I brought here with me the younger part of my family today because they are great fans of Channel 44 and I wanted them to have a chance to see some of your studios and they certainly appreciate too, much of the fine work the studio produces.

When I thought about coming before you today and the problems of television or the problem that we face as a country, and what television can do about it I have no hesitance in saying that in my judgement the main problem that our country faces today and that our area faces today, is the problem of violence. In its broadest terms, it has permeated all phases of our life and the leaders unfortunately in the movements of violence, if you want to call it that, are those people from whom we would generally expect other types of leadership. We see violence coming from the home; we see violence coming from the schools and indeed we see violence perpetrated by members of the clergy. And unfortunately those people who perpetrate most violent acts in our country, many times are those who seem to get the broadest coverage. Indeed they become almost the heroes of the country. We witnessed in the last days, these terrible tragedies of the kidnappings that have occurred. And I have read I would say maybe in the last four or five days, eight or nine long articles in several of our best newspapers around the country and I have heard discussed on television that one of the things that leads to this type of activity in a country like ours is the widespread publicity, that is given to these people. One of the kidnappings took place in California, and over and over again we hear it announced on radio and television and throughout the newspapers that they have been captured by an Army. What a ridiculous thing, they've been captured apparently by some gangsters and they should be called that -- perpetrating an idea that in this country there are numbers of armies running around this country, trying to liberate the country. I think this is a gross distortion of what is happening but it's something that is developed by communications networks. And sometime or other we have got to take the bull by the horn and find out exactly what our job is in the communications field. Are we to develop problems? Or are we to air problems of basically, I think, (and perhaps this is not always thought about) are we to try to find solutions for the problems? There is a very famous psychiatrist, who I am sure some of you have heard of, and who does a great

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deal of writing on violence, his name is Dr. Frederick Wartham. And in a book that he wrote called "A Sign for a King" he made the statement a hundred years ago, in the United States of America we would be running the greatest school for the teaching of violence, they would say he was out of his mind. And yet, he said, isn't that what we are doing with television today. Hasn't television become the greatest school for teaching of violence ever known in the history of man? I would say that television has to be the greatest invention in at least this century, if perhaps not in the history of man. Because it has at once brought us together instantly, no matter where we live in the entire world. If a kidnapping for instance, getting back to what I mentioned, happens in California this morning, we don't hear about it tomorrow or the next day, we witness it in a half hour on television. We have it in our living room. And so we have instantaneous communication, broader and more widespread than ever before. We have the opportunity of greater education than ever before in the history of man. And I wonder if perhaps we are still not, especially in the field of television, wallowing in the great wasteland as once said before by one of the members of the Federal Communications Commission.

Mr. Strimel:

Judge Conaboy because of the time, I thought maybe some of the others would perhaps like to ask you some questions and develop some of the remarks that you have already begun.

Judge Conaboy:

Fine.

Representative O'Connell:

I appreciate your comments and recently in the legislature we considered a pornography bill which was an attempt to eliminate hard core poronography from the community and there are several views on that and as you well know it is very controversial. During these discussions and deliberations, this subject of violence on the TV did come up and I wonder specifically how you feel public television or stations such as this could prepare programming that could proably be of some assistance?

Judge Conaboy:

I understand the difference and I have another problem with this. I believe it does need our attention. I believe something needs to be done. I have a problem with production versus news and sometimes news is more violent than those that are produced by studios and that sort of thing. I think it is an excellent point. I think it's one that could be explored, and now or later I'd appreciate hearing from you in this regard because I think it's

something that we should concern ourselves with. I suppose we are all at fault. Television seems to be blamed for it. I think perhaps television is in large part only reflecting what the rest of us are doing. And perhaps those of us who are in the positions of leadership and whatever field we are in and I was thinking particularly today when I came here, of the fields of religion, for instance. Sometimes we hate even to use that word any more, we run away from it. But I thought we have two very simple moral listings of things that can be done from man to man to help him to live better. One is the listing of the Ten Commandments. The other's the Bill of Rights of the United States of America. Two of the most simple documents that were ever written. And yet they are so simple that I am afraid that we forget about them. And my suggestion would be that in television there could be some programming developed to get moral leaders from the country and our area who are not afraid to stand up and talk about what they believe in -- to go on television and talk about these things. I often get very discouraged when I sit and watch television and watch some of these talk shows and listen to the people whose very lives are a degradation of everything we believe in morally -- talking to us about the morals and how they live. We hear lots about that.

Mr. Strimel:

Judge Conaboy, I appreciate your taking the time. We've run out of the few minutes we have together. If you will be kind enough to leave any of the remarks you might have had, all of the things you said will be made part of the record and part of the considerations. Thank you very much, Judge Conaboy, for being here.

Judge Conaboy:

Thank you -- it was very nice being here.

Mr. Strimel:

It gives me great pleasure to introduce our next participant, John Grey, a 4th grade student at the Grove Street School, Avoca. Welcome, John, and what do you think public television -- public broadcasting -- should be doing?

John Grey:

It has very good programs, but it should have more programs for children, the younger children.

Mr. Strimel:

Would you say -- what kind of programs, like Sesame Street?

John Grey:

Yes, like Sesame Street and Mister Rogers.

Mr. Strimel:

Do you watch programs in your school?

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John Grey:

Once in a while.

Mr. Strimel:

Do you watch programs at your home?

John Grey:

Yes.

Mr. Strimel:

What programs, particularly?

John Grey:

Magic Window, if I get home early, and Sesame Street and Mister Rogers, Electric Company, Hodge Podge Lodge.

Mr. Strimel:

John, some of the people here would like to ask you some questions about what you think public broadcasting ought to be doing. We'll start with Representative O'Connell who is in the General Assembly in Harrisburg. Representative O'Connell, would you like to ask one of our participants any questions?

Representative O'Connell:

John, in the instructional series in the school, how many programs are scheduled for your viewing, in your particular school building?

John Grey:

We only watch if there is something special, like to do with school work.

Representative O'Connell:

Do you think there should be more of that in your school?

John Grey:

Yes.

Representative O'Connell:

Do you have any specific programs that you really believe should be produced as a service to young people in the schools, in the instructional series? Any specific area of interest?

John Grey:

I think Search for Science and -- I don't know if it's on early -- but Hodge Podge Lodge, if it's on early enough, should be shown.

Representative O'Connell

When you receive this type of programming in your school, do you have it in your respective classrooms or must you go to an auditorium to view it?

John Grey:

We have it in our classrooms.

Representative O'Connell:

Thank you.

Mr. Strimel:

Mr. Gibson, have you any questions?

Mr. Gibson:

John, do you enjoy every program you see in school?

John Grey:

Most of them.

Mr. Gibson:

Which ones don't you like, or which ones do you like?

John Grey:

We don't watch the same channel, sometimes we watch other channels. Then they're really interesting.

Mr. Strimel:

Thank you, Mr. Gibson. Mr. Crosby, have you any questions?

Mr. Crosby:

I think you've done a great job.

Mr. Dougherty:

John, what areas do you feel you would like to see more of on television in school?

John Grey:

There should be a couple of more math programs we could watch in school, a couple of science programs, maybe social science and reading.

Mr. Strimel:

Mr. Leonard, have you any questions of John Grey?

Mr. Leonard:

John, do you like to travel and visit places like Gettysburg, Valley Forge,

and places like that?

John Grey:

Yes.

Mr. Leonard:

Do you get much chance to do that?

John Grey:

Not really.

Mr. Leonard:

Do you think it might be fun and useful if public television could present some programs about those places and sort of take you on a tour of some of them?

John Grey:

Yes.

Mr. Strimel:

John Grey, thank you very much for spending a few minutes with us and telling us about your thoughts about public television. You're one of a group we don't hear a lot from. The adults can speak for the young people; it was good hearing an articulate and fine young man speak for himself. Thank you very much, John Grey, for being with us. We're going to take a few minutes here to remind you that this program is your program. You may participate by calling us at 655-4563. If you just tuned in, we're talking about the future of public broadcasting in the Commonwealth of Pennsylvania. This program is one of a series of similar hearings being held throughout the Commonwealth on behalf of the Pennsylvania Public Television Network. And with us today are people such as Representative Frank O'Connell of the General Assembly, members of our Board of Directors and members of the Pennsylvania Public Network. Earlier I had said that I hoped that Mr. Philip Berman of Allentown, the Chairman of the Pennsylvania Public Television Network Commission would be here but unfortunately we have received word that he is detained and will not be able to make this hearing. This is your opportunity. We have the phone operators, Linda, Lyn, and Joann waiting to take your phone calls and we have three volunteers. A reminder about volunteers because they make this station and in fact, every similar station in Pennsylvania possible. We have Barbara Parini, Joyce Vitali, and Sandra Toole who will soon be delivering some of the statements you make when next we have a break but right now we will be moving on with other participants. Our next participant is Rabbi Arnold Schevlin who is with B'nai Brith in Kingston. Rabbi, welcome sir.

Rabbi Schevlin:

Thank you, Mr. Chairman and godafternoon gentlemen. I can't very well up stage the preceding speaker and I think I do not want to repeat what has been said but I want to say that WVIA and Educational television has made it's contribution to the cultural life of the Valley in the North-east area. I do feel though, my overall philosophy would be, that basically educational television would supplement those programs or that type of program which commercial television would not normally be able to or desire to produce. I think especially the opportunity to bring the elective delegates of the state and national level to the attention of the voters. I think a report by our elected delegates to the people in their areas would be a great contribution of educational television. I also especially enjoy the talk show Moyer's Journal, Buckley, and Susskind bringing the different problems -- contemporary problems -- of the day on a mature level to the attention of the electorate.

I have the feeling -- I don't realize or feel if this is being done -- but school, the young gentleman before, Mr. Grey, spoke of schools. It would be a great contribution if educational television could, with the cooperation of the local colleges or state universities, actually produce a program that would give academic credit. I know in other areas there are television or radio produced programs at 6:00 o'clock in the morning (and other ungodly hours) but be that as it may, it would be a great contribution for the eucation of the people in the valley. As far as religion is concerned, I guess I am supposed to talk about it. I say only let's stay clear of it as much as possible, it gets controversial, but on the great occasions and themes perhaps the leaders in the religious community could get together for discussion. I know some Christmas season we discussed commercialism and things of that type. It is an area that should perhaps be skirted -- or produced shall we say on a very high level rather than on a very local level. Finally again I think the arts -- you asked Mr. Grey beforehand -- does he visit Gettysburg and places of that type. A great many people do not have the opportunity to go to the museums and hear the great music of our day. I think again programs of this type would be of great benefit and great service to the people of the valley.

Mr. Strimel:

Rabbi Schevlin, thank you for your statement and now there may be some questions to illuminate what you have just mentioned.

On reports from representatives -- would you consider this as an individual basis or a group panel discussion type of thing? Because we cannot get into partisanship one way or another?

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Rabbi Schevlin:

Equal time - equal time! I think it is very important. Many people in the valley do not know who their representatives are; even their senators. Perhaps if these men were individually given a certain number of minutes per week to report back to their constituents it would be a great service and an educational service to the people.

Representative O'Connell:

A comment more than a question. The station does present the official view, which I appreciate, and also giving local legislators an opportunity to come on the station to exchange their views. They started out by scheduling three. They have now reduced it to one, which I thought was a lot better -- it gives the individual more time but what I would like to submit as a recommendation -- I want to know whether or not you agree -- I think it is kind of a telet hon situation rather than questions that might have been developed by Mr. Strimel that might get more information to the public than having something that was organized and you know, prepared in advance. What is your view on that?

Rabbi Schevlin:

I agree with you on that. I think, it is the exposure that is important and the actual technique as you say, a telethon, calling in questions or even an official report -- what he is doing in Washington or Harrisburg that day or that week. Something of that sort by all means. Let it come from the people -- the questions.

Mr. Strimel:

Thank you very much. Mr. Crosby, do you have any questions of Rabbi Schevlin?

Mr. Crosby:

No I haven't, thank you.

Mr. Dougherty:

I would just like to make a comment. I think that what Rabbi said about religious discussions, I think, is very important. I think unfortunately many of our people do not understand other religions and I would be a strong supporter of that type of program.

Mr. Leonard:

Again, on the religion question, Rabbi Schevlin, I think that you are suggesting that programs or arguments about religion are something which you do not care to see. Earlier there were some comments by

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Judge Conaboy that some of the moral leaders of the community and the world ought to be involved in commenting on day to day issues, bringing their background to issues which are not arguments over doctrine, shall we say. Do you have a view on this sort of approach?

Rabbi Schevlin:

This could lead to dynamite but that might be fun. I do feel that-- the feeling is also -- that I believe in exposure. We live in an area and a valley and a lot of our people do not see the national leaders, the international leaders. There is no reason why these great men are recognized by --all faces of leaders -- in our society -- could not be produced, let's say, and our people at least acquainted with them and their ideas. This is an area that could be explored and I think should be explored. But the regular televising of services for local preachers -- we can hear them any day.

Mr. Leonard:

Rabbi Schevlin, would you like to see that done on an occasion to where each -- let's say there would be a series each week that would present a different religious service -- orthodox, Catholic, Roman Catholic, Protestant -- just present the service once every year or so.

Rabbi Schevlin:

I would say something like Christmas Eve Mass, Sunrise Service, maybe Jewish High Holy Day service and some sort of explanatory commentary concurrent with the actual event. Yes, I think that would be of great service.

Mr. Strimel:

Well, thank you, you have been of great service, Rabbi Arnold Schevlin of Temp B'Nai Brith, Kingston. Thank you Sir and a reminder of what you are watching and hearing here at the Public Television Center. We are taking about Public broadcasting both radio and TV in Pennsylvania and you may participate by calling us at 655-4563. We spoke earlier that we have volunteers that will take your statement and present them. Our next guest is a volunteer for 44 and a long time friend in aiding us in the Honesdale area. Mrs. Sally Weiss, welcome.

Mrs. Weiss:

Wayne County. I gotta get that in. I get insulted if you just say Honesdale. Gentlemen, I am here to ask for a Sesame Street for Women. The value of WVIA TV to our area is immense. There are numerous ways it could be used and benefit the total population. The airing of Sesame Street and the Electric Company have been important to the younger population.

However, there is a segment of the older population that could use its own Sesame Street and that is the woman at home. Directly following the Yom Kippur War in Israel, it was discovered that women on the whole could not fulfill the jobs held by men who went to the front. Simple tasks like banking were unfamiliar to most of them. None of them, obviously, could be telephone repair men and this is in a country where women serve in an army and are supposed to be doing more jobs than the women in the United States as far as male/woman relationships are concerned. In our country widows are often incapable of running their households, young girls who marry too soon can't cope with the life of motherhood and family. College educated women become frustrated with the drudgery of housework. The list is an almost endless one. Therefore, perhaps, a sum of money could be set aside for a pioneer program for women divided into segments - for example, one on banking and the check book. Several on meeting the rising cost of living, easy ways to prepare meals, simple plumbing and carpentry repair, how to keep house easily, what's in the news, art appreciation of all sorts, how both parents can act as an interchangeable team, the mother as a teacher of her children ages 0-5, and thus learn to enjoy her children more, why vote, the pleasures of reading, the dramatic arts, wallpapering, mending and sewing, volunteer work, how to write a business letter or about insurance, women's rights, safety driving, gardening, there is no end to the field that such a program could cover. The resources of the community could be put to good use, banks and bankers, day care centers, local carpenters and plumbers, The Scranton-Wilkes-Barre Philharmonic, the Everhardt Museum, local choruses and dramatic groups, local politicians, newspaper men, lawyers, tax experts, librarians, other women who can teach skills of wallpapering and decorating and so on. In 1971, Elliot Richardson, who was then Secretary of Health, Education and Welfare, said that the challenge of the 70's turned every single home into a learning center. By helping the women of the house cope with their daily lives, by helping them to grow and learn contentment in their role, television and especially public television could go a long way in achieving that goal. Thinking needn't stop, learning needn't stop. Woman should be given help, incentives and peace of mind. The profits would far exceed the investments. Again, WVIA-TV would be a great pioneer in this field.

Mr. Strimel:

Thank you very much, Mrs. Weiss, you have made a very thoughtful statement and we very much appreciate that. There may be questions about the statement. Representative O'Connell?

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Representative O'Connell:

It was an excellent presentation. I endorse it. Particularly as it has to do with women keeping checkbooks and balances.

Mrs. Weiss:

That is really a great problem. It really is.

Mr. Gibson:

You covered the subject so well that I have only one remark to make and that is that it be open to men, too.

Mrs. Weiss:

Now, I thought about that afterwards. I thought that after I wrote the statement that yes, there should be an evening program for men somewhat similar, largely because we all know that money is hard to come by and television is the one major resource where we can reach most people and having been involved in trying to get money from funds, I know that the gimmick is the thing that counts rather than "let's help this particular program." I think we are going to have to use television to fulfill our adult education system. Really. That is really what I am asking for -- much better adult education.

Mr. Strimel:

And very well put. Mr. Crosby, any questions?

Mr. Crosby:

No, I would think -- stay with Sally. That was very well done. I agree with you and I agree with John on the checkbook proposition. I have had trouble with that for 43 years.

Mr. Strimel:

Mr. Dougherty, any questions?

Mr. Dougherty:

Sally, we have had in the past, some programs on cooking, sewing, etc. Do you feel that this is an area that is really hitting the housewife or are we going over their head or are we insulting their intelligence by making it too simple?

Mrs. Weiss:

I think in some areas for some people you have to make it too simple and for some you don't. Right now I am working -- I am involved with the day care center in Honesdale and we have a proposal that I am not sure that we are going to put through, where the mother becomes a teacher in the

home. I see this as a terrific thing for television because we can only reach 20 homes and how many of the women are going to let us in their homes? So, if television could become the guide, teach the parent in the home, to teach the child, the benefits would be fantastic because the increase in the intellectual capacity is wonderful. I think you have to gear it to every level. What I am really asking for is a tremendous programming outlay. I mean -- give us money and see what they can do here. It might become something that the rest of the country could pick up.

Mr. Leonard:

I think maybe you answered this question but I am not quite sure. You were talking about programming during the day specifically so that women who are at home will have a chance to view it, etc.

Mrs. Weiss:

I, also, think and I didn't mention this that the viewer herself would then begin to write in and suggest things you might teach and then you learn the level you must go to. I think you must give it a pioneer try -- 13 weeks or something and then see what kind of response you get.

Mr. Leonard:

I have a few questions, one is, yet again -- you do feel that this is a day time effort? Not an evening? and you would see it as a magazine type show like Sesame Street?

Mrs. Weiss:

Well, I used that sort of to get your attention. You would have to -- it is a very broad idea, I think, and it is specific but it is broad. I do think that women need this kind of help, especially in a winter locked area and I am very active and I am bored half the time. I could use some help. I want to know more about insurance. I want to know if I can keep house at a more efficient rate.

Mr. Strimel:

We will do our very best to bring help. One question, Sally, that don't you think included in what you're saying is the importance of making a will? Absolutely, that is why I brought up lawyers, women's rights -- legal rights. Absolutely and taxation. All these things. Women should be aware.

Mr. Strimel:

It is surprising the number of people that never make a will.

Mrs. Weiss:

All of these things.

Mr. Strimel:

Women are very . . .

Mrs. Weiss:

Lost. Really.

Mr. Strimel:

We will try to aid and we thank you very much for aiding us with a very, very exciting idea, and Mrs. Sally Weiss, who has been an aid to this station and a volunteer for this station from the Wayne Country area. Thank you very much, Sally. Again, a reminder that you are watching a special public hearing on the future of public broadcasting on WVIA-TV, Channel 44, Scranton-Wilkes/Barre and you can participate by phoning us at 655-4563. Our next participant is Mr. Jack Fiorini. Maybe you could tell us your affiliations Mr. Fiorini.

Mr. Fiorini:

My affiliation is that I am a teacher in the Sullivan County High School for Pennsylvania and as you can see from the color of my hair and the condition of my body, I was around when radio was aborning. I was also, around when television -- public television -- was aborning. And I recall one day being called to a meeting and as a teacher I get called to a great many meetings in life and I thought "well, this is just another one -- you go and you listen and you go home saying -- so what." It was George Strimel who was to come to the meeting. Because Channel 44 was not even in its infancy. I found in my life time that when knowledge and reasoning are electrified with passion, the possibility is that something important can happen. And what George Strimel brought to us was the knowledge -- and we get a lot of that -- but he brought the other thing which is the most crucial -- the passion. I walked away from that meeting saying to myself "you must go to all meetings because once and a while something happens." I was really excited. Here was a new tool for a classroom teacher -- something that was going to make everything different. And our school went on the air the same day that Channel 44 went on the air. The posture at that time was if we identified the very best teacher that existed and put him on television learning would happen in the classroom. That was a good judgment at the time. We all agreed that this was it. The real weakness was in the presentation of the teacher. And so we scoured the countryside finding the very best teachers we could find and what we did was to turn a three dimensional classroom into a two dimensional classroom using a teacher on the screen. As teachers we thought it was kind of good. The students did not. And finally they said to us "We prefer a three dimensional being who maybe isn't so good, to a two dimensional being with whom we have absolutely no rapport." From that beginning educational television which became instructional television (because you know, we were concerned about the effect of words) has developed

into a medium for classroom use where we are getting to those things which are electrified by passion. We have moved away from the old format of the best teacher up there who is, as Dame Edith Evans would characterize in her way of saying, as being 'arid and sterile'. That's what they were. We have gone to programming now into the effective because all of us forget facts but we do remember feelings. In filling out the questionnaire for this ascertainment program, I listed as the most pressing problem in local areas as that of human relationships. It's very easy to feel bad about the starving people in Bangladesh if you happen to live in Pennsylvania but you don't really have any great commitment to do anything about it. But in the programming which we are now getting, two things are happening, which I think are great for me as a teacher in a classroom and I think it is affecting the students in my class. One is that we are getting unadulterated pieces of literature. We don't have an expert in Hemingway telling us about Hemingway - we see My Old Man just as it was written. It becomes alive and it affects the people who watch it. We don't know what they walk away with. All we know is that something has happened. And that is extremely important. There is nothing that a teacher can do that approaches what a Dame Edith Evans does with a piece of literature. So the kind of purity to which we are going, getting away from the talkiness of the classroom is making a great deal of difference. The assistance that we in our classrooms are getting from Channel 44 through their instructional service people, through Jeff Grant and his crew, who come and visit us, is such that we know a little better that teachers should start to shut up and not talk all the time, because that doesn't make too much difference. What really matters is whether or not the person who is there has something happen to him internally because of what he has seen. And this is what is happening, I think, with instructional programming. And I salute it and I celebrate it.

Thank you Mr. Fiorini. We may have some questions about your statement.

Mr. Gibson:

I take it that really what you are saying in essence is that exposure to what is real is the thing and that exposure is taken away inside somebody by how they feel -- how they interpret what they have seen.

Mr. Fiorini:

Yes, I think that happens to all of us. I think in this area we sometimes make the mistake of thinking that differences in age cause differences that really don't exist. I believe that grief and happiness for you and for me are exactly the same emotion as for a six year old. The same effect. What we have to do is begin taking some risks and saying that this program which deals with how we get along with each other, how we treat each other, and each of you have to take from it what he can take at his particular time in life.

Are there any ways in which our programs may be improved on? I am going to make some kind of naive statements because I don't have to worry about budgets, scheduling, programming, all of those things that send everybody up into the ceiling. I find myself agonizing about the fact that some of the things that occur on commercial television and that I never used to get on the commercial television are not available to educational or instructional television. I can give a very specific example. Mrs. Weiss who just preceded me was talking about 'let's get the women busy during the daytime' and I celebrate that too. My final liberation will come when theirs does but in the Grammy Awards last year, Helen Reddy was chosen as the female vocalist of the year. She had ten seconds in which to respond to her award. And she got the award for singing 'I am Woman' and she said this: 'I have only ten seconds, I would like to thank my manager, Jerry Wald, and I would like to thank God, She can do anything'. Now if you are talking about getting stuff going with students in classrooms, very incisive statements of that kind make a difference. Now on public television a program like Cosby's show on prejudice, Dick Cavett's on VD blues, they are very honest. They don't try to con anybody. And the child you have in school, who may be the least academically oriented, the least able to do the reading skills, is just as brilliant as any other kid in that room when it comes to recognizing truth.

Mr. Strimel:

Thank you, Mr. Fiorini, that's an excellent statement. You used up your last ten seconds along with Helen Reddy. Thank you very much for coming. Again a reminder you are watching a special public hearing on the future of public broadcasting. You may participate by calling 655-4563. Our next guest is Mr. Howard Deis, president, I believe, of the Greater Hazleton Chamber of Commerce. Welcome, Mr. Deis.

Mr. Deis:

I appear today as the President of the Greater Hazleton Chamber of Commerce and I address my remarks to the impact or lack thereof of public television in our area. Since this is a constructive critique I think it is best to start with the public image of public television in Greater Hazleton. We pride ourselves on thinking that we are a forward moving community and we have proven this through the economical rebirth we have accomplished with our industrial development program. But when it comes to public television I feel that we are not as forward moving in its acceptance as we could be. I don't feel that this is a singular problem indigenous to Hazleton but rather one of a general nature. The difficulty is as I see it, that public television does not recognize the problem of communicating with the total audience of the community in which it operates. An area-wide approach is laudable but our viewing public is neither composed completely of eggheads nor 12 year olds. The image created by public television today has been one that fosters an intellectual area. In large metropolitan areas, density of viewers makes this acceptable. However, in an urban environment growth

acceptance may be hindered. The needs of the greater Hazleton viewer tend to be one of a middle road approach and I don't think we wanted to be hindered in this regard. We are interested in cultural programs, mainly concerts both classical and modern, arts, opera, dances, drama. A good example would be the wide viewing in Hazleton of the Wives of Henry VIII and I can speak first-hand culturally, as I am also the President of the Community Concert Association which will start its 34th year in Hazleton this season.

We are interested in what is happening in our local, state and national governments, in the affairs of our communities and what is taking place in our environment. There are some gray areas that exist that should be used to peak the interest of the commercial television viewers. With more leisure time available to the populace, there has been a mass movement toward the action arts. With the shortage of fuel there may be a much larger movement going shortly. Woodworking, metal working, jewelry, sculpturing, ceramics, and a re-interest in stained glass are areas to be explored and an 'every man's' approach to music, literature, and the arts would generate the interest for the more formal presentations.

Programs geared up and not down to the junior and senior high school levels are essential. Programming for the 12 to 18 age group is weak. We educate our children with the finest equipment available with our tax dollars and send them into the business world totally unfamiliar with the mysteries of finance and profit ratios. Perhaps a beefed up Sesame Street using the principles of the Junior Achievement approach to business awareness awareness that the normal profit margin of a business is not 150%. The stock market, technological advances, current events, music and arts programming, in their vernacular will build the adult audiences of the future. Another area that is limited in scope but does fall in the public television province is industrial instruction, the training of lay persons concerning such items as zero defects, the OSHA Safety Belt, health practices, first aid, to name a few can be a great impact for the viewer and the employer. Perhaps a plant program and industrial promoted specials could successfully fill this void. I have been negative in my remarks, however, I would be remiss not to note some of the positive areas of acceptance. Pre-school and primary programs have been instrumental in bringing our children to a level upon entering school far above what any of us in this room achieved. Classical programs have been of the highest caliber as have your environmental and general interest programs. You are to be commended on your growth and refinement due to the fact that yours has been an uphill struggle due to the lack of financing. There is a distinct need, as I see it, for television and that need is for all of our populace. Thank you for your attention and if there are any questions I'll be glad to answer them.

Mr. Strimel:

Thank you very much, Mr. Dies. We appreciate that and we will start with Representative O'Connell.

Representative O'Connell:

It was an excellent presentation. I really have no questions.

Mr. Gibson:

I thought it was a very excellent presentation. I have two things. One, it appears to me that what you were driving at fundamentally was the young programs were great, but in the middle, from 12 to 18, there was a void. We have a definite void in our programming as far as realistic down to earth problems.

Mr. Dies:

Yes, that is true. I think in my experience of manufacturing, I do come across a young segment of our population and in many cases there is a great misconception in the business world - in just what takes place, how it takes place. As I refer to and as Mrs. Weiss referred to the Sesame Street - we seem to be using that as the classic example, but it does have many good points that can be adapted to the various age groups and this one particular age group I feel has been ignored to a great extent. I tell it to them in their vernacular as I said, not talking down or up to them in either way, it could be of general interest to this particular segment of our population. Another area is the 'everyman' approach and I am sure there are many people that like good music but they don't understand it. Perhaps this is an area that could be explored. They like art, they know what they see, they like what they see but they don't know why they understand it. Again, an area in which they may be afraid to associate themselves with, is art, drama, music; but if they knew a little bit more about it they may not be as hesitant to participate or to enjoy it - maybe even more so.

Mr. Dougherty:

Mr. Dies, as President of the Chamber of Commerce, you also deal with a lot of business people, manufacturers, etc. You mentioned industrial programming. Do you feel that you can get that kind of response in industry that would desire to have in-plant training or training programs on a night scheduling?

Mr. Dies:

I think its there but it would have to be sold and in all probability you would have to make an effort in getting to them with respect to the programs. I think the main advantage is that in most cases most companies do not have the time nor the money to be able to do this but a combined program, three or four industries, could be done at one convenient time where these people are assembled, would be of advantage to these industries. I think based on that premise it could be done very successfully.

Mr. Strimel:

I thank you very much, Mr. Dies, for giving us the statement. I hope you will leave the statement with us and it will become part of the record. We appreciate your remarks and your contribution as we seek it for the future of public broadcasting.

Mr. Strimel:

Our next participant is Mr. Richard Ross, who is President of the Wilkes-Barre Chamber of Commerce, as well as being President of the First National Bank of Eastern Pennsylvania. Mr. Ross, welcome.

Mr. Ross:

One slight correction - I am President Elect of the Chamber of Commerce. I don't have a prepared statement here today. I would like to discuss with public television certain philosophical problems we all have with the financial end; perhaps my background brings the financial end very heavily. There are only in this area four television stations on the air. This means that each one of them has a great deal of power. Now the three commercial stations are obviously commercial and we all know and in some ways understand what their limitations are as governed by the Federal Communications Commission.

(Break in tape)

Even if the budget were unlimited the amount of hours per day would be a problem. So, it is not for the individual or any one individual to select the priorities that must go on the air. However, your budget problems are going to get greater and greater, and whoever gives you the most money in the long run is probably in some ways going to be your master. I think I must compliment you at this time; in many ways you have avoided becoming any one person's servant in this day and age. Should the base be narrowed too much, in any way, shape or form, it would perhaps become such. Now, I personally enjoy some of the Masterpiece Theatre type things and I appreciate Mobil Oil Co. or whoever may do it from time to time, but the end result of this is that eventually you are going to have an advertisement on there whether you want it or not and to a certain degree you already do. It is important that you have such things as the Watergate hearings and here again though, the slanting of this, as we all know, there are huge controversies in the country about how news can be slanted by simple cuts and who, what, when, and how are going to question how much of the public funds you should have. What I think I am probably saying is that you have to expand your public base. Your individual contributor who has something has to become more of it. I said before perhaps facetiously that subsidization of the arts is the most insidious form of socialization in that it tells the tax payer what he should prefer. If you are going to cater to the people that prefer fine drama, the Boston Pops, cultural music, you are going to have to make them pay and promote money from them.

Mr. Strimel:

Well, thank you very much, Mr. Ross, we appreciate that. Maybe there are some questions about this broadening of the base or any other aspect of your statement. Representative O'Connell.

Representative O'Connell:

Those are concerns of mine because I guess a great deal of the money comes from the state and I would like to make one comment, we don't seem to master any of the public television in spite of the contribution. I have that concern and that fear but you know, do you really believe, (there have been several suggestions here today particularly in the area of presentations to industrial commercial people regarding the OSHA Program) that there can be support given to things like this through the commercial and industrial before support of such a program.

Mr. Ross:

It could work. You would have to have a lot of arranging on the part of the station to get people who have common interests. In other words, such as manufacturers, no one plant would do it, it isn't worth it, they could bring somebody right into their own plant. Looking for common denominators might be tough but I think it can be done.

Representative O'Connell:

I think it is an interesting aspect and I think it is one that is wide open and I appreciate your comments. I really do. I know the base has to be broadened, although, the legislature is constantly being hounded for expanded programs and additional money. That is always a concern of mine, that there just never seems to be enough to go around. Where there is a station such as this providing a service I would say that the commercial industrial and public generally would support the program. In fact, I might even have to start contributing myself.

Mr. Strimel:

So far we have had great success. Mr. Gibson.

Mr. Gibson:

I would like to ask one question. You talk about broadening the base of contributions by individuals.

Mr. Ross:

By individuals, by industry, etc. but I think that there has to be a certain quid pro quo, for instance the individuals like the cultural area that they will never see on a commercial area must be made to realize that unless they contribute they are not going to see it anyway. The hard sell approach, again what Frank was talking about with industry. You have got to give them something and then expect them to give in return. You can not expect them to give for the love of having a public television station on the air.

Mr. Strimel:

You must have covered it all. We appreciate that. I have only one question. That is concerning the involvement of the general public whether you feel there should be or there is adequate input into the determination of programming in

public broadcasting at this time.

Mr. Ross:

I don't know how you can do that except try out and see what you get reaction to. It is tough. You can't send out a questionnaire to everybody in town and say what would you like to see, or vote by sending in "X" dollars. I don't think that would be practical. You find out by putting it on and what you get a reaction to -- that is the only way you can do it.

Mr. Strimel:

We appreciate what you have said and the good reactions we've had to what you have said today. Thank you very much for coming. Mr. Richard Ross who the President Elect of the Wilkes-Barre Chamber of Commerce and President of the First National Bank of Eastern Pennsylvania.

And again a reminder that you are watching a public broadcasting ascertainment hearing and we are talking about the future of public broadcasting. It is a program in which you have an opportunity to participate. You may call us at 655-4563 and we have many others to come but we also have some statements from the general public. We have three operators standing by Lynn, Linda, and Joann ready to take your call. We also have Joyce Vitali, Sandra Toole, and Barbara Parini. Barbara Parini who is a volunteer and has helped the station and perhaps Mrs. Parini you might help us and give us some of the statements that have come in by phone.

Mrs Parini:

Yes, this is a statement from Mrs. Joseph Gallagher: Last week a congressman said, women would rather watch soap operas than meetings or matters of congress. That is outrageous. I don't know how he could say that. She would like a comment on this.

Mr. Strimel:

OK, do you have another statement?

Mrs. Parini:

Yes, a Mrs. Gillet: Why are programs like World Press being taken off the air? Why can't we get more shows without as much violence involved? The Public Broadcasting System should have more shows like National Geographic. Also there should be more public stations with classical music, especially in this area.

Mr. Strimel

One moment and we will get to more of those. Again, a note that this is your opportunity to make statements. We haven't had -- we are basically answering questions. We might just briefly note that programs like World Press go off the air because the funders take those programs off the air. But there may

be changes in that. I would also like to welcome to the panel, Senator William Kury, who has been designated by President Pro Tempore of the Senate to sit on this particular body and I am glad that his car is now fixed and he has arrived. I think with the gas shortage you can see the kind of dedication we have from many people in the interest of public broadcasting. We are taking a few minutes to hear some of the phone-in statements. We are coming up to our next guest. And Barbara Parini, do you have more please.

Mrs. Parini:

A Mary Clark: would like to know if Judge Conaboy thinks religious and moral reenforcement at an early age will affect the society in 30 years from now.

Mr. Strimel:

Judge Conaboy has unfortunately left the station, maybe that question could become part of the program here on 44, later on.

Mrs. Parini:

Phil Clark: Because of all the kidnappings and skyjackings, is it better to have the news coverage or not.

Mr. Strimel:

These are the kinds of questions that can be best answered in programs. They will be noted and put down as a record of this particular group. Another statement?

Mrs. Parini:

Mrs. Tercowksy: I really love the shows WVIA airs. I have heard Sesame Street and Electric Company are in financial trouble. What can I do to help? Also, I would like more about the languages, French and German. One of my favorites is Film 44.

Mr. Strimel:

Thank you very much. What can I say about Film 44? Again, note about the question about Sesame Street and Electric Company, we weren't trying to answer questions but just a point here, it has been noted in the newspaper that there is a new mode of financing coming to public television.

From Wayne Highlands School District, Superintendent, Mr. John Sutton.

Mr. Sutton:

Thank you, George. I didn't hear Sally Weiss's comments but if she gets a show of her own, I would like to have it noted that I am from the same town. Its very easy to criticize. It seems it is human nature enables us to criticize very easily today but I have to say, and I don't have a prepared statement, but I have to say it is difficult for me to come up with any meaningful criticism of

public television programming particularly Channel 44.

(Break in Tape)

We have the whole generation who are growing up with "Sesame Street", "Electric Company", and the "Hodge, Podge. Lodge" and from the viewpoint of the educator and as I think this is fine that we do have some balance on television, of course, from the adult side, I don't think any of us will ever forget King Henry's Wives or I for one never miss the weather at six o'clock. I just wish the weather would come on twice a day instead of once a day. So, there are great many things that are produced on public television and again particularly true of Channel 44. So my suggestions that I might have are not in the form of criticisms but things that I -- we in our area, I think would like to see a little bit more of. I know next week there are scheduled a Town Meeting, I think there should be in depth discussion of the energy crisis. I see more of the in depth examination of some of the big topics that are facing us and particularly on the local level -- from the local view point. On commercial television you can see how the energy crisis effects California as well as Pennsylvania, all of the states, but I think that perhaps some of these topics might be geared to Channel 44, more particularly to our local situation rather than -- I mean Channel 44 local and not Pennsylvania local. I would like to see in this in depth type examination more local participation by not necessarily senators or representatives but local business men and local educators. I further believe that there are very exciting things happening, in education, for example, in science or law or medicine that would be -- would have an appeal to our viewing audience if an approach -- again staying with the local aspect -- I would personally like to see some local sports programs. George, we have district playoffs in high school basketball for example. I would think that there would be an appeal here for some regional college and regional sports events. And as a final remark and again maintaining the local emphasis, I think there might be in Channel 44's programming some kind of a local weekly review of the news highlights of the area. We have, of course, we all watch commercial television perhaps more than anything else -- there is all kinds of news coverage. I wonder if perhaps some sort of weekly --perhaps a round up of things that occurred within the last week in the Channel 44 viewing area would be of advantage to your program.

Mr. Strimel:

Thank you very much Dr. Sutton. Are there any questions? Senator Kury?

Senator Kury:

Dr. Sutton, you mentioned the energy crisis, the subject of the town meeting that is coming up this week. What other particular subject areas or problems do you think we should be airing on a public basis?

Dr. Sutton:

I don't guess I have really thought of specific ones but I think there was a time when we paid considerable attention to the drug problem for example in Northeastern Pennsylvania and Mr. Shoemaker for example, did some programming on that. You don't hear much about that anymore but there is a definite problem and remains a definite problem. As an example, to dig some things out of the air, if we move to the area of education with which I am a little more familiar, the open classroom concept by many people and yet we are building more open space classrooms in Pennsylvania than any other kind right now. This would be an area I would think.

Mr. Strimel:

Representative O'Connell.

Representative O'Connell:

Dr. Sutton how do you view the contribution that a facility such as this makes in relationship to the educational process particularly in your school system. Is it adequate, inadequate, should it be expanded.

Dr. Sutton:

That is a ticklish question in our school we have had difficulty getting the signal and so at the present moment we are not participants of the Channel 44. A translator has been built and they are working on the technical difficulties. However, from what I know of it and what other school districts get from this, a tremendous contribution being made to our school system through the daytime programming of instructional television. Yes.

Question:

If you did get the signal, would you participate?

Mr. Strimel:

Mr. Gibson.

Mr. Gibson:

You were talking about more local programs and it seems to me that the area that this station covers, do you for instance, take a basketball game between Honesdale and Mt. Pocono. This will not be of interest to many of the other viewers.

Dr. Sutton:

I am thinking of district, district playoffs. I think if I saw Williamsport and some district out there, I would be interested. I would like to see school sports, whether it is a school that I belong to or whether it is one in the area but I don't think we see enough of high school sports on television. We see enough of professional sports but really I was specifically speaking of regional district things.

Mr. Strimel:

Mr. Crosby.

Mr. Crosby:

I was wondering and I am going to ask you a question that has been bothering me now for sometime since you are with the schools. There was something said here about the 12 to 18 and I wonder if we shouldn't start a little earlier in life to explain more to these young people about the results of crime. In other words, you can never vote if convicted of certain crimes, you can never serve your country, your record will be blemished as long as you live, is this all worth it? Do you feel we should be doing something in that line?

Dr. Sutton

Speaking for my own district, if teachers are watching I would hope that they have gotten this message across to our children. I think that you are probably correct that there is not coverage or enough advertising of this sort of thing and I know that young people do take chances that we as adults would never dream of taking because we know the consequences and they don't but I think it is more that they know the consequences but they take the chance anyway. Maybe this is one of the problems of youth -- you have to gamble and I think they do. As far as emphasizing it, yes, I would certainly support emphasizing more the consequences, yes.

Mr. Strimel:

Mr. Sutton we thank you very much for emphasizing some of the consequences of television in the school and in the community, we appreciate your coming and all of your comments have been made a part of the record. And again that was Dr. John Sutton, Superintendent of Wayne Highlands School District, in Wayne County specifically and the Honesdale area. The City of Scranton or at least parts of the City of Scranton, a member of the legislature, Representative Thomas Walsh.

Representative Walsh:

I want to thank you for the opportunity to testify here today. On a view of items that I feel are very important in educational TV knowing that several members of your panel are members of the state legislature, having had the opportunity of course, to serve on several of your programs and have the feedback and playback of things that do happen after we have been here and the thing that I would like to see implemented, and you and I have discussed this briefly on previous occasions, hopefully a day by day implementation of things that happen whether they be at the school or legislative level, or as Mr. Crosby mentioned just previous, what does happen to a person's life. Let me give a brief example, such as -- being a legislator I get a lot of calls about how

do I get into the State College, what is it going to cost me to go to college, what are some of the things that I can face going to college and I point out to you that I have seen it in other programs "the average day in the life of a college student;" "the average day in the life of a Pennsylvania State Trooper." I think this could more graphically illustrate what we discuss many times theoretically on the air. I get many calls -- I just came off of a radio show two hours ago and although many times where we have discussed implementation of legislation such as aid to the elderly, what does it actually mean in terms of aid to people who are receiving these kind of rebates. I don't think these are difficult shows to produce and direct in a real sense. I think it is a matter of finding and going into the element and finding people and seeing what their circumstances and interests are and then transposing into the system, such as going to college, aid to the elderly, what does happen to a young boy who is let out of prison, what does he do for the rest of his life. Something like this so graphically illustrates what real life is about. I think many of the things that you and I, as legislators and members of the community, can discuss on the air are here and if we can implement this kind of program in the near future, we will have taken state television a long way. If there are any questions about this -- this is one that I have felt very strongly about.

Mr. Strimel:

Thank you very much Representative Walsh. You have talked about your thoughts and we are going to ask some questions beginning with Senator Kury.

Senator Kury:

It seems that what you are opening up here is the suggestion that we do more for occupational guidance in a sense. People could see for example, what a state trooper's life is like and some of these other people in positions might help us with occupational guidance for younger people.

Representative Walsh:

Senator, I don't want to leave it with that specific, I want to leave it with the idea of direction possibly -- let's take an incidence where I have seen program but not completely exploited of maybe on public assistance, what does their day consist of, how can they spend their money, what do they actually need and what type of clothing and how can they go about getting this type of information, clothing and food. Right now we have how many students graduating from high school. They are going to be looking into trades, into college, you know, what can they actually expect. If we can all go back many many years when we graduated from high school, we thought about being sociologists but ended up accountants, and salesmen, but yet we end up lawyers. We don't have any idea when we initially do it. I think it is trial and error. Many times if we could see what we are trying to get into. I take college as

a step because there is a great majority of high school students who are going to try to go into college and do they belong there? I think this is a question that we have to start asking ourselves.

Senator Kury:

In other words you are saying if people could get a look ahead at what they are getting into, if they go into that, they might plan a little differently or at least better.

Representative Walsh:

Oh, exactly. I think many children hit college not knowing the expense or the time or if they really want to be a college student and then they find they are half way through a semester and they can't make it.

Senator Kury:

I think your point is very well taken.

Mr. Gibson:

You kind of got back on to the vocational aspect of it again, I think that the way I take your remarks, which I think are excellently put, take someone for example about to retire, what is medicaid, social security, what you are entitled to, how to go about it, that sort of thing -- covering all aspects of what to look forward to.

Representative Walsh:

Exactly, in fact, this is the problem I just faced coming off a radio show three hours ago, I spent a half hour answering questions on tax rebate for the elderly. This is a thing that is totally misunderstood and that we do have people who are more than willing to come in and explain what you are going to face as far as insurance coverage, what are you going to face in rent rebate? Can you ride the bus free? Many, many people don't understand that they are taking limited income into a whole new social aspect of their life. So, let's prepare them for that social aspect. This is what I am getting at.

Mr. Dougherty:

No questions but I do have a statement, I concur with you, I think this is an area that public television can be of real assistance to the Commonwealth of Pennsylvania.

Mr. Strimel:

Mr. Leonard.

Mr. Leonard:

I have a question relative to the legislature and the statewide aspects of trying to program, find out what is going on in the legislature and what the laws mean

to people and help them out. I think you suggested in your comments, one very good way of pointing out -- after something becomes a law a way of showing this. I would like to take that back one step, and get your thoughts on ways of presenting issues, prior to the time that they are voted up or down and they are voted into law so that the people can have what input they can have with the legislature.

Representative Walsh:

I quite honestly, Mr. Leonard, don't find the problem in that area, as many times as Representative O'Connell and Senator Kury have appeared on these stations, we have discussed far in advance on legislation we are personally interested in; our philosophical inclinations toward this legislation; how we would probably vote if this legislation is not altered too much. I don't find that to be a specific problem, I see the news media and the television networks doing an excellent job of bringing forth people who hold public office, what are the issues going to be, which direction we are probably going to and I find them to be very bi-partisan in the sense that OK here is either the Republican, the independent, the moderate, the conservative, or Democratic philosophy. I see the problem being that we have spent a lot of time and effort searching and researching and in passing this law and then people are not riding the buses when they could be riding the buses. And not getting their \$20.00 rent rebate back when they could get their \$20.00 rent rebate back or you get some young student in high school who doesn't really know how to get into a state college or gets into state college or once he gets to that state college, what is involved in his college life. I see the problem that they are doing an excellent job beforehand and I say part of the blame lies with all of us. I think we have to transpose these things -- you know, here is action. We are telling them what they can do but here is what you actually can do now.

Mr. Leonard:

Thank you, that spot lights it very well now.

Question:

One of the suggestions that has to come to us on the many surveys we have received was the need for an almost daily program highlighting statewide news. Would you think that would be a good idea on statewide television?

Representative Walsh:

I see it as beneficial. I don't see it as greatly worthwhile knowing now -- having been in the legislature for a year and a half, many people have the misconception although one bill may pass the house, they think its law; although a bill may pass the senate, they think its law and its far from law and by the time a bill is signed into law by the governor, it can have been tremendously

and drastically revised, therefore, I find that a lot of times a lot of the news reporting, rather should be on a philosophical, here is what they are trying to do, whether it is going to become law, it takes two chambers and a governor's signature. I find many people saying, I see you signed into law and actually what has happened is that it has passed the house and gone to the senate or vice versa so I don't see it as a really important issue for public television.

Mr. Strimel:

Thank you very much, Representative Thomas Walsh, from the City of Scranton. We very much appreciate you coming today. We appreciate you participating in this live ascertainment hearing. You can contribute by calling us at 655-4563 and those statements will be read by volunteers. A volunteer that has aided us in Channel 44 and who has appeared on some of our programs is a representative of the League of Women Voters, Mrs. Ann Dahne, of Kingston. Welcome Mrs. Dahne, do you have a statement?

Mrs. Dahne:

Yes, I do. Today I am speaking as the Vice President of the Voters Service of the League of Women Voters of the Westbury area. The league is a non-partisan political action organization whose purpose is to increase citizen's participation in government. Our voter education projects last year included two candidate nights here on Channel 44. These were arranged with the Leagues of Women Voters in Hazleton with the good cooperation of VIA. The candidates had the opportunity to reach the television audience and the leagues involved thought the programs were very effective in informing the electorate. We hope to continue holding these candidate nights but this is just the beginning of a valuable program that we believe public television can provide. On the local level there is a great need for discussion of the work of the various government study commissions. Home rule is an undefineable mystery. Home Rule Charters will be presented to the voters this year in Lackawana and Luzerne Counties and many municipalities where WVIA cannot present the work of all study commissions, the league would like to see general programs on what home rule and optional plans of government are beamed to specific counties. We in Pennsylvania have waited a long time to see home rule become a reality and it is essential that the voters understand what it means for them before they cast their ballots. Now to the state level. To many people, Harrisburg is a city where it originates but which is otherwise an enigma. What really does happen there? Show it to us. A Know your State Government series which would examine the responsibilities and operations of the various departments of the state can be dreadfully dull but they can also be interesting. A study of the courts of the Commonwealth would be welcome by the people who must elect judges but who often do not know the functions of the various sectors of the judicial system. Here too, would be an opportunity to

examine the correctional system and the treatment of juvenile offenders for understanding of the administration of justice. We all have representatives in the state legislature but few of us know how their day is spent in the state capital. What is the path of a piece of legislation? Various committee's functions? Perhaps Pennsylvania Public Television Network could present a weekly review of action taken at the state legislature with issues soon to be acted on. Each June we hear of problems in approving a budget for the Commonwealth for the coming fiscal year. What is the budget process? Can it be improved? Why does the approving of the budget always seem to involve a last minute crisis? Public Television can be a great aid to voters by presenting the candidates for statewide offices in interview and debate. It is difficult for the candidate to travel to each state and virtually impossible for them to present their platforms to audiences as great as would be reached through public television. Many who would tour the government buildings on their own will not make the trip to Harrisburg because of fuel shortages. The state capital building is very impressive and a lot happens there. Also, how about a tour of the governor's mansion? Perhaps conducted by the Commonwealth's first lady. Nearly all of the above cases could be aired during the day in classrooms and during the evening for home viewing. Often children in a home will start the parents interest in public affairs because of a program discussed in school. To insure the largest possible audiences, full details of each program should be included in all television programming.

It has been said that ours is a system in which the majority rules. It is really a system in which the minority rules unless the majority participate. Television is the best means we know to reach the majority. While newspapers and news stories on television and radio tells us what happened today they cannot supply the in depth background which leads to understanding of those events. The League of Women Voters of the Wilkes-Barre area want to see Public Television fill this need. Thank you for this opportunity to express this opinion.

Mr. Strimel:

Thank you for your statement and we will make that a part of the record and any questions, Senator Kury?

Senator Kury:

Well, Mrs. Dahne, you made some statements which really get close to me. Mike O'Connell and I were elected to the House and Senate the same year and we have been there since 1966 and one of the things that in the seven years that I have been in the legislature, there have been tremendous changes that have taken place. I know when I first went down there, have private offices. We had our brief cases and we had our seat on the floor of the House and we didn't have telephones or anything like that. In the last five or six years, I think there have been a great deal of changes made. And the thing that concerns me is that there is a great deal of criticism of the

legislature and politicians as a whole these days. Now there is no question that a great deal of this has some merit to it but I think it is a great deal unfair. I think that you are suggesting getting public television to take the cameras to the capital and to see the legislature in action. To see what kind of facilities we have, what kind of staff we have, what daily routine we lead. I think that would give people a much clearer picture of what legislators do by increased public understanding.

Mrs. Dahne:

And bring more participation in the government process.

Senator Kury:

Well, I think that is right. The legislature like any other process is subject to criticism but I think it ought to be accurate criticism. What you are suggesting here would do a great deal to improve people's vision of what the legislature really is as apart from the headlines and the impression that is unfortunately often created.

Mr. Strimel:

Thank you Senator Kury, Representative O'Connell?

Representative O'Connell:

I agree. Ann and I have had several exchanges as I have had with the League of Women Voters but always rather constructive. I agree wholeheartedly with your statement. I would like to offer one comment. This has concerned me for many, many years and it concerns the League and I think it might be a welcome addendum to your presentation and that is voting; Voters' rights and the election process.

And I think you know with what the complicated situations we have had on our voting machines this is very, very important and there is enough apathy among the voters now and we really compound it by not having them well informed and advised and I think prior to any election this would be a welcome addition to the public network -- the voters and the voting right and process. I think this is an excellent presentation.

Mr. Strimel:

Mr. Gibson, anything?

Mr. Gibson:

No. I think it was an excellent presentation and I think the two legislators have done very well. That subject is very well covered.

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Mr. Strimel:

On behalf of all of us because our time is up, we appreciate your time in coming with us and sharing your thoughts. If you will leave your statement, your remarks will become part of the record and we will do our very best to act upon them at the local and state level in public television.

Thank you Mrs. Dahne and thank you very much for joining us. If you are just joining us and wondering what has happened to your program, we are presenting live special hearings today. You may participate by calling us at 655-4463 and a second reminder that you are watching WVIA-TV, Channel 44, Scranton-Wilkes Barre, Pennsylvania and again this is a live hearing about the future of public broadcasting.

Our next guest is the Director of the Economic Development Council of Northeastern Pennsylvania, Mr. Howard Grossman. Mr. Grossman do you have a statement?

Mr. Grossman:

Yes, I do and I thank this commission for the opportunity to present my thoughts concerning public television. I think that the best way to approach it is to briefly outline the functions which I consider public television to perform that are categorized in the following way:

One, would be the training and education of all sorts of nature which I would like to give some examples of. One would be to provide an outline for cultural events, both local, state and national type productions and third would be to expose local issues, local problems and concerns about what is going on in a certain county area and fourth would be to try and present an in depth analysis of the events of the day. One of the things that I see badly needed in terms of trying to get more citizens to participate is the broadcasting of local meetings and I am sure that this has been said before and I think by the representative of the League of Women Voters. There is probably a need to provide an outlet for meetings of county commissioners for school boards, for local governing bodies, for the state legislature and for other types of public activities of that nature. One role I can see public TV playing would be an educational role. Here I mean there are certain grant programs where government officials are brought together in a training session. Public TV can be a very strong outlet to build upon that experience, and can reach many more people by doing this and I think there are ways and means that this can be explored and as far as the development council is concerned, the agency that I represent, we would be glad to explore it with this station and others. I think there could be some new and creative ideas. I think that public TV has really shown the benefits of certain programs such as the Advocates, which is broadcast, I guess on a statewide basis and a national basis. I think there is also an opportunity to

present issues of a local or regional nature, utilizing that creative way of presenting rather than just having somebody stand up and tell us, but you can set a frame work by putting it in the form of an Advocate program. In broadcasting events and the news of the day, I think an opportunity exists on the TV level to present something in depth, that the commercial networks cannot afford to do or don't have the time today. Issues of a sustaining nature. I think that this station has been extremely good in doing that on environmental concern and things of that kind. There are other issues where that can be presented. One final point on my comments, the disaster response mechanism that was used by Channel 44 and on other public TV stations, I think was excellent and I think that can be expanded upon and we can build a disaster response mechanism for communicating what has occurred through the entire public network.

Mr. Strimel:

Thank you very much Mr. Grossman. I am sure there are some questions, especially about a local or statewide Advocates but perhaps there are other questions that might be asked and first Senator Kury.

Senator Kury:

I have no questions I just want to compliment Howard on his statement. I agree with a great deal of what he said.

Representative O'Connell:

I have no statements. Good luck with your railroads.

Mr. Grossman:

We need all the luck we can get.

Mr. Strimel:

Mr. Gibson.

Mr. Gibson:

I have one question and that is, on this local issue situation -- you are talking primarily about a local issue that may be in one particular locality that might be covered by this station but would really interest the rest of the area.

Mr. Grossman:

I will give you an example which Mr. O'Connell just mentioned -- railroad crisis. 95% of the average citizens who are perhaps viewing this particular program today probably don't even know there is a railroad crisis unless they come into contact with that kind of problem -- now they do with the gasoline shortage -- all of us do. This railroad crisis is not as visible an issue.

What I mean by that is setting up specific programs of a sustaining nature like the Advocate or whatever technique can be adopted to get that information to the people so that they understand what the problems are, so that we can go about solving them.

Mr. Leonard:

I would only mention the railroads as being one real problem -- any others on your agenda that we should be aware of that we may not have picked up?

Mr. Grossman:

You have picked up a number of them but housing shortages, particularly in this region is in a critical stage and programs of that nature but there is a lot more to be done. I would echo what the previous speaker said about governmental modernization and home rule charter study commissions and the education needed on that. The entire transportation problem has to be exposed much further. Many, many other examples could be cited.

Mr. Strimel:

Mr. Leonard, any other questions?

Mr. Leonard:

No, I don't believe so.

Mr. Strimel:

I do have a question, and that is about the opening of public hearings. Now we know that hearings and meetings of governmental bodies are open. It just becomes a question in the 17 county area of what to cover. Do you have any idea of a mechanism for decision making in that case?

Mr. Grossman:

It is very difficult to answer that because it is such a diverse area and because your coverage area is very wide. I think you would have to experiment. The best way I can respond I think is for many years, for example, county government and students of the governmental system said county government was the dark continent because nobody knew it even existed. Some had said this of the state legislature. But I think there has been great improvements in that as you both have stated today but I think at the county level, many people do not know a county government exists. We need to get some of these messages across. We can use the home rule charter process as an educational mechanism to tell people that your governments are important and that they provide services but to do it on a selective basis and then see if there is interest.

Mr. Strimel:

And one other question as you select particular groups to be covered, do you think some of those could be covered by radio as well as TV?

Mr. Grossman:

I think that is possible. I know some of the council meetings in Northeastern Pennsylvania are covered by the radio. I do have one thought on how you try and attack this particular issue. Most of the governmental associations, townships, counties, etc. statewide governmental organizations, meet annually, or regionally. You could use these meetings as a starting point by which you present the findings and committee meetings and things of this nature that go on at these conferences and that might be one way to cover your whole region at one time.

Mr. Strimel:

Representative O'Connell.

Representative O'Connell:

I have one comment. It is virtually impossible to cover all of the meetings. It is -- if you are going to follow them from a newsworthy standpoint, then you get those things that are sexy or explosive I guess and follow them but rather wouldn't it be wise to begin taking townships and boroughs and cities and defining their structure and the value of citizen input to those elected officials and kind of build on it from that standpoint, Howard?

Mr. Grossman:

That would be very helpful and one mechanism for that would be taking representation from the state legislature and county government, borough government, township government and city government on a continuing series and build from that. Yes, I think that would be very important.

Mr. Strimel:

Thank you very much. We very much appreciate your statement. If you leave it we will make sure it and your remarks become part of the record, and will be considered as we chart the future of public television. We indicated earlier that this is your program and these good people have been brave enough to come by car amidst the gas shortages, etc., and have arrived. You can participate by simply picking up your phone and making a statement, 655-4563, Lynn, Linda, and Joann are standing by ready to take your statement and your statements will be made part of the record, so we can determine the course of public broadcasting. Joyce Vitali is a volunteer and of course, volunteers are very important to 44 and Joyce Vitali has some of those statements that have been made.

Joyce Vitali:

A Lee Tripsky suggest we get a program possibly called "Legislation Calendar" every week or every other week. It should deal with bills coming before the house and senate and for federal and state bills, possibly two different programs, it should be shown a couple weeks ahead of the bill so comments may be made about the bill. He likes shows such as "Washington Week in Review."

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Bill Davis says he would like to see more participation from local school levels, for example, musical, panel discussions, etc.

Mrs. Betty Fryer is terribly concerned with the lack of interest in public television. The problem that public television has to cope with, should have more publicity. As far as local high school's sports, it may prove to be disastrous. The fans can go see the game. There are many other shows that are more important that the public will enjoy. Also, she loves the radio-VIA FM. Especially All Things Considered.

Stanley Fanterori, why isn't there any programs on public television for the handicapped? Programs that would show them how to do things?

Mrs. Jo Grenshank, why aren't there cooking shows? I really look forward to them.

Mrs. Bow asks is there anyway the program Jeopardy can be returned to its regular time?

Mr. Strimel:

We are the wrong station, but we appreciate her comment any way. Are there more?

We thank you Joyce Vitali for being one of the volunteers that makes this station possible. Some comments on the statement, Senator Kury?

Senator Kury:

I like the idea of a legislative calendar telling people what is coming up and will be on the calendar. I would like to add something to that -- how you can get copies of the legislation that is coming up. It is amazing how much information is available from your state representative or state senator, the legislature generally, copies of bills, committee reports, all kinds of information and I am amazed sometimes how few requests we get for them.

Mr. Strimel:

These things are regularly available?

Senator Kury:

Well, people may want to actually read a bill because sometimes the news media summarizes it and of necessity they leave at details that make a big difference if you read it. So, I think you should not only have the calendar advising you of what is coming up but where you can get more information on it and that kind of thing.

Mr. Strimel:

Representative O'Connell?

Representative O'Connell:

I think it is an excellent idea except that it is difficult to do on a weekly basis. It would almost have to be done daily. A house calendar or senate calendar, the obligation is to have that bill on that calendar or in print for three days. Sometimes they are acted upon during that period of time but there are reservations as to the length of time that they can remain on the calendar. In the senate it is 10 days and in the house it is 12 days. But I think it can be done on some sort of an update basis and at least you can pick out the critical bills and use them providing you don't have to abide by the weekly programming.

Mr. Strimel:

This will be considered by both public broadcasting television and public broadcasting radio. Anyone else have any reactions to the particular statements. If not, we remind you again that you are watching live ascertainment hearings, being held here at the public broadcasting station. This is one of a series of similar hearings that have been held throughout the Commonwealth of Pennsylvania to chart the future of public broadcasting and you are asked to participate by phoning 655-4563 and your statements will be read by volunteers and you have just heard some of those statements and we hope to hear other statements in the near future.

We now return to the participants who have come here to the studio and who are going to tell us a bit about some of their thoughts and the next participant is Mr. James McNulty, who is the Deputy Mayor of the City of Scranton. Mr. McNulty do you have a prepared statement?

Mr. McNulty:

No, I don't have a prepared statement, George, but that hasn't stopped me yet. I think that first of all I would first like to commend WVIA for this public forum for giving viewers an opportunity to speak of and by themselves for themselves and I would also feel that the panel is a very distinguished and representative group to take those reactions to the public broadcasting corporation and also to the state legislature and I think that is very important. Especially about the main problem facing not only this community and this country and that is the crisis of confidence in government and in the leaders and the representatives. The public education and public television in particular has a very real role to play and restore public confidence in their public officials. I think more so than any other commercial network public educational television -- public television -- has a responsibility not only an obligation to bring the fact that not all politicians are crooked; not all politicians are of some lower level of some lower caliber and that most politicians -- most public servants --

are indeed gifted with a foresight and a sensitivity that brings about good things and one of these good things is public television. If it were not for some foresighted politicians there would be no public television. If it were not still for some foresighted politicians there would not be funds for public television and if there are not some more foresighted politicians in the generations to come there will not be public television and I think that it gives a real obligation to public television to restore a confidence in government exposing the public officials who not only get in trouble in public government but also those who try to solve the problems of government. I think a dialogue of the local officials and also the state and national officials with their constituents with people -- not only with the good interviewers you have here at Channel 44 but I experienced one yesterday and I thought it was very fine program. I think with the public in general, John Citizen, Citizen of the City of Scranton, Citizen of the County of Luzerne, Citizens of the Commonwealth of Pennsylvania, to have a dialogue live and unrehearsed in front of the public about things that they feel and face in their community and letting the public officials state what they propose as solutions and what I think would be a very real and positive officials state what they proposed as solutions and what I think would be a very real and positive program that would bring more confidence, more credibility, more candor and a sense of more responsiveness which I think is one of the real detriments of the operations in the Commonwealth and this country right now.

Mr. Strimel:

Thank you very much Mr. McNulty for your -- without a prepared statement you were very eloquent and we thank you for that and there may be some questions about what you have just said and we start with Senator Kury.

Senator Kury:

I don't have any questions, I just want to compliment him. The only thing that I would add is this. I think what you are saying is right. If we open government to the public the more it will increase confidence but I still think the basic responsibility for increasing confidence rests with those of us who took office or who are candidates for public office because television can only show what is there and if what is there is not up to standards then you are not going to get restoration of confidence no matter what they show. I think the responsibility still rests with the governmental officials, what you are suggesting gives us the opportunity to show that we care, that reform and change can be brought about.

Mr. McNulty:

I agree, sir. I think what I am suggesting is that public television ought to give those public officials the opportunity to get their message across and to get back to the people and I think if that opportunity is given, it will work.

Now, I have one gripe, having been involved in political campaigns in the past. It is the hodgepodge of one-shot shows, where you get all of the candidates running for everything in the five county area, coming on for a couple of minutes trying to get their position on whether they are running for school director, mayor or county commissioner or what. If those type of programs, if there were more of them during an election and if certain offices, state representative contest, state senator contest, mayor or commission contest, and if it wasn't all mixed together, we might get more to the issues of the matter rather than somebody taking advantage of some free television time.

Representative O'Connell:

Well, I have to defend my profession, that of being a politician, and I agree you know about the openness and about the exposure a candidate should have especially with his constituents or an elected official. I just have some resentment about the fact that generally they are tarred with the same brush. I would prefer them to be specific; if I have a lambasting coming, give it to me and rather than just use the broad terms and cover it with one umbrella, I am willing to submit any time and I think most of us are if given the opportunity. This is the one thing that concerns me about being involved in the political arena. I make some mistakes, I pull some bad votes, and I should submit to that criticism but what I resent most is being tarred and feathered with a large group. I think they should single them out individually and let them have it head on.

Mr. McNulty:

I agree with that too but we start through public television. If public service and politics is an honorable profession, as Senator Robert Kennedy used to say, then if we are going to be able to insure that all of us are going to have a better government and a better life

Senator Kury:

Well, Jim, I think what Frank is saying here and I think its a point very well taken, is that it is one thing to criticize a legislator or senator for a judgment on a bill -- that is one thing -- but it is another thing to say that because some politician is convicted of improper tax returns or evasion, to say that all politicians are crooks. And I think that is the message we have got to get across. We can be criticized on their judgment of a vote or issue but that is not a judgment involving your integrity or honor but one of judgment and I think that is why our news media should be a little more specific and precise in criticizing people in public office.

Mr. McNulty:

That is true and that is why I suggest that you have the politician there with his accuser there so that both sides of the argument can be thrashed out and unrehearsed.

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Mr. Strimel:

Mr. Gibson, do you have a question?

Mr. Gibson:

Yes, one comment and that is I think the point is very well taken as expressed by the three gentlemen.

Mr. Strimel:

We thank you, the time is up, and we very much appreciate you, Mr. James McNulty, the Deputy Mayor of the City of Scranton for being with us today.

And again a reminder that this is a live program. We want to hear from you. You can call us at 655-4563, if you are out of town, call collect and make a statement and it will be delivered. We are hearing from citizens throughout Northeastern Pennsylvania and next we are going to hear from the Rev. Richard Bevan, who is the Associate Pastor of the First Presbyterian Church in Wilkes-Barre, Pennsylvania. Rev. Bevan.

Rev. Bevan:

Thank you Mr. Strimel. I have a few remarks and I have been listening to the program this afternoon. Almost everything that should be said has been said. I hope that I can add something

First off I want to thank you on behalf of Dr. Evers and myself. In an editorial that appeared in the Times, Evening News, Friday evening part of the editorial reads, "the superb programming that has put public television far beyond the level of the commercial networks, etc., etc., many other programs come to mind, good programs, masterpiece theater, the Boston Pops, Firing Line, Between the Lines, Dialogue, etc. Dialogue is a program that Dr. Evers and I do for Channel 16. It is aired at that time on Sunday morning at 8:00 A.M. on 16 and on 44 at 11:00 o'clock at night, Sunday night prime time and for this prime time we thank you. I am concerned about Children's programs, I am impressed with Sesame Street, Electric Company, Mr. Rogers, but I am impressed with something that appears on CBS every Saturday morning called "In The News." These are short capsule form new programs and they certainly do cover a variety of interests and concerns. They are presented for children and they run the gamut on news reporting entitled "In the News" and I wonder if this is being done through out the nation on TV and if this could not be done in the state or locally for our children. My own children do not watch the news. They should but the news programs as the newspapers, Newsweek, U. S. News and World Report are not geared for children, and I would hope that not necessarily the accidents or the

rape cases but interesting things that spotlight in our news, could one way or another be presented so our children would understand what is happening in the world in which they live. I am concerned also with public affairs programming in this regard. Much is happening in Northeastern Pennsylvania and has been happening, not only with regard to our state heritage in our cities, Wilkes-Barre /Scranton, Hazleton, Mansfield, Williamsport, but a great deal has been happening in regard to service organizations, such as Ecumenical Enterprises, Inc., Scranton Neighbors in Low Middle Income Housing, Meals on Wheels, a program for feeding the elderly in their homes, congregate feeding, bringing elderly poor people together so that they can eat together and thus save money. I would like to see these things spotlighted on public television. We do know that the local networks, the commercial stations, so to speak, could not afford to do this. I am not sure whether educational television can afford to spotlight in documentary form some of these interesting things that are happening in our area. And in other areas throughout the state. I would like to see our people become acquainted with some of the hard work and some of the great reward that have come because of housing for middle income people or meals, bureau of the aging and the like. I sat in on the Board of Ecumenical Enterprises, Inc. and I am astonished that people apply for apartments that many of these do not qualify even though they are working 40 hours a week in shoe companies and factories, especially the shoe factories as I understand it. 40 hours a week for \$4500 in Northeastern Pennsylvania, I don't see how they can afford to live and if they cannot apply to a low middle income housing corporation, for an apartment because of their income, they are poor indeed. I would like to see these kinds of things spotlighted.

Mr. Strimel:

Thank you very much.

Rev. Bevan:

I have more statement.

Mr. Strimel:

If you have more statement you can put that in but we want to ask you some questions. The formal part of the statement will be made part of the record. We will start with Senator Kury.

Senator Kury:

I have no questions.

Mr. Gibson:

I just have one question and that is on the news for the young. Did I understand you to say that your children do not look at the news?

Rev. Bevan:

No, they do not.

Mr. Gibson:

Then what is the reaction to the young to this news broadcast?

Rev. Bevan:

When I turn on the news, they would rather watch 44. So we have a growing battle at 6:30 P.M. Its 44, it is Walter Cronkite or one of the news programs.

Mr. Gibson:

Then you think our programming should include a children's news broadcasting -- is that what you are suggesting?

Rev. Bevan:

Yes.

Mr. Strimel:

Mr. Crosby, a question?

Mr. Crosby:

No.

Mr. Dougherty:

Rabbi Schevlin was here before and one of his recommendations was to have possibly more religious programming discussions of people in top level religious groups, as a clergyman yourself what are your views on that?

Rev. Bevan:

Well, I do this to some degree on Dialogue that is aired on 44. I think that if this is done tastefully, I think it should happen, so often it is not done tastefully, and how 44 would do this I don't know. Of course, the local stations air various tapes, anyone who would pay the going freight, any tape out of any section of the country, having to do with any form of religion whether it has to do with liberal or whatever, however, whoever would handle it such as Rabbi Schevlin or other concerned leaders, I am sure he could contribute and others in this regard, but as to how it should happen I don't know.

Mr. Strimel:

If we don't have any more questions except to thank you very much Rev. Bevan.

Rev. Bevan:

I just wanted to say something, Mr. Leonard, if I might just take another 30 seconds. A young boy on about 1:30, Mr. Leonard, you asked him the

question, has he been around or has he seen much happening in the state. I thought about the state museum and this kind of thing. Gas problems and the gas shortages that we are up against at the present time I think maybe our state educational television service might do more to bring such things to light, at least in the home through television.

Mr. Strimel:

Thank you very much Rev. Bevan. We very much appreciate your being here today and appearing with many others who have braved the gas shortage and even car break downs and again you are invited to participate in the comfort of your own living room by calling 655-4563 and contributing a statement which will be later read to us by one of the volunteers who help 44 and make 44 possible.

Our next guest is another representative of the General Assembly of Pennsylvania, Representative Jonathan Vipond, from Waverly and he represents parts of Lackawana County. Representative Vipond welcome.

Representative Vipond:

Thank you George and good afternoon gentlemen. Public television and public officials have much in common in terms of their duty to the public. Each has a primary responsibility to the public at large not to any special groups or narrow segment of the population. We are all continued operation, not to a small group of financial backers or stockholders, not to a single industry. We are elected representatives of the people. Public television reflects the interest and ideals of its constituency. Public television owes its constituency not only a reflection of itself but also ability to instruct and educate just as its elected officials do. Edmund Burkner in these times of visual media importance, might well apply his advice to our officials, to public television as well, I quote "Your representative owes you not his industry only but his judgment and he betrays instead of serving you if he sacrifices it to your opinions." So with public television. Public television has the bold and awesome responsibility not borne by privately owned profit minded television stations. Simply stated it is the duty of a private station and network to provide programming which viewers will find entertaining. Corporations buy commercial time to sell their soup or air conditioners or television sets. The operation is basically commercial for the programming providing the setting for advertising messages. Public television operates on a different premise; with less sure methods of determining its success. Commercial television measures its success by number of viewers and the sale of the product paying the advertising bill. Public television should measure its success in terms of educational and cultural enrichment. To paraphrase Burkner, public television owes its viewers not only a reflection of society as does commercial television however glorified that reflection may be but its

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judgment on its issues of the day, cultural events, musical events, etc. Television as we know from Marshall McLuhan, is the most influential of media forms. Television can and does use that power to shape and form opinions. Perhaps the shaping of an opinion by media usage strikes you as looking toward the 1984 fictionalized by George Orwell. Public television does have that power, but so does commercial television. That power is very much with us and part of our society. It is not ignored, we can only decide how best to use it. Unrestricted by commercial hassle public television and its member stations like WVIA - TV can really perform the highest of public services in the distribution of information for education. It is no small point. Society today craves for more disclosure of all supposedly public activities. What better opportunity for public television to open the doors and by fuller coverage show all those things that the public wants to see. I am referring to sessions of city council, legislative sessions but also full exposure of every person in public life. Television is not a soft medium. It is a hard tough medium, exposing quite literally every pore of the face. The public deserves the full view of every facet of every person in public life. Public television has the responsibility free of commercial consideration and its backhanded consorship to show accurately with intelligent selectivity the good and bad in public life. In these post Watergate times those of us in public life ask those of you in public television to join in a sincere effort to clear the air, to open the doors, to see through the harsh lights of television all that the public wants to see. Let us all see better and let public television sharper and shape our vision. Thank you.

Mr. Strimel:

Thank you very much, Representative Vipond, we appreciate that statement. There may be some questions about it and we will begin with Senator Kury.

Senator Kury:

Yes, I appreciate your comparison between public television and commercial television. It seems to me that what you have said is that commercial television really has the money but because it is tied to its advertising, it really cannot exercise independent judgment in terms of giving the public what it ought to see and how but what is popular. Public television should be, as you quoted from the constituency speech, independent, and uses judgment rather than do what is necessarily popular. Now the problem I have with that is where does public television get the money to do it? What is your answer to that? How do we get the money so that we can exercise the judgment without being controlled by administration or advertisers?

Representative Vipond:

I think that is our responsibility as public officials. We have to realize what the role of public television is and give it that kind of independence. As you so

eloquently stated, commercial television is limited to what they can judge and select because of commercial considerations. Public television can be more independent and therefore must be financed publicly but the large amount of money must come from public sources.

Senator Kury:

Are you suggesting that it is possible to get money from the legislature, substantially more to do that kind of financing?

Representative Vipond:

Practically, in 1974, the answer would have to be no. But I think that those of us who are alert to and aware of the responsibilities of public television have a job to educate the legislators. I know in this session we had a hard time getting even the small increase that this station and others requested. I think we must carry the message back and do a better job.

Mr. Strimel:

Thank you. Representative O'Connell.

Representative O'Connell:

No, no questions. Good presentation.

Mr. Gibson:

I have one question and that is you talked about public television shaping public opinion. Are you saying shaping opinion from the facts given as facts and everyone drawing their own judgment?

Representative Vipond:

I would hope so, yes. I think public television has to influence. It isn't just a mirror. It has to select and say here is what we are going to show you. It is a hard fence to straddle, I realize. We would have to look at particular situations to see how we would deal with it.

Mr. Strimel:

Mr. Leonard.

Mr. Leonard:

Yes, one which may get me wandering off in a direction I may never be able to come back from. But we have heard some discussion of the lack of credibility and confidence in government and being a very broad generalization and we have heard it from people in political life and I assume that we are hearing it because the people in political life are hearing it from their constituents and maybe because they read it in the press and believe it. It would seem that a great deal is focused on the responsibility or lack of responsibility of individual

politicians it has come to me so far. The question of government institutions or the system of government -- the structure of government is perhaps not a question. I don't know how to phrase this as a question but do you have any observation on this kind of a separation or when people talk about the crisis of confidence are they talking about a crisis in confidence in individuals, or an individual who is in political life, or are they talking about a system? In other words, does the system seem to be in pretty good shape or are we just having trouble with some of the people in the system and people's perception of it or how do you see that?

Representative Vipond:

Well, from my limited perspective from the inside, I think the system is doing fine. I think your analysis of it is an accurate one. People today are discouraged by individuals in government and not by government as a whole. However what they see of the system is the individuals and it is very hard for the average person to separate the one from the other and that is why we in government have to act as individuals and improve that credibility.

Mr. Strimel:

Well, thank you very much Representative Jonathan Vipond, you are the first person to actually have a pop shot taken at you.

Thank you very much Representative Vipond and we continue again with this live televised hearing. You may participate by calling us at 655-4563 and your statements will be presented to volunteers and again those fine volunteers that help make this station possible. Our next guest is Donald Moyer and perhaps you could introduce yourself, your affiliation and take it from there.

Mr. Moyer:

Fine, my name is Donald D. Moyer, I am Executive Vice President of the Greater Scranton Chamber of Commerce, recently returned to Northeastern Pennsylvania out of conviction having worked for three years in a very fine state, West Virginia. Earlier when I was here I worked with the Economic Development Council and I fell in league with some of you on some of the concerns for this region, in particular George Strimel and this station. I think rather than formal remarks, I would like to make a few impressions available to you whether they are particularly important, I don't know. But I have a very strong impression after three years absence, obviously I have a bias toward this station and what it is doing because I knew some thing about it but I have a family also and I try not to superimpose my values on them about my cultural attitudes but I must say that a little marketing

comment for you that I am much more likely to find my family tuned into Channel 44 now than they were three years ago. Now, George I can't tell you why that is but Sunday nights especially no commercial television is observed in our house by choice of the family and I think that says something of my over all impression. My impression is that there is fine improvement of over all programming which is available and without in anyway downgrading the fine work done in public television in Virginia, but I do think the over-all quality here is much more attractive, much more interesting and probably hits a wider range than it does there.

It probably says something about the fact that all of us know that if you have sufficient resources you can do improved things with your basics in programming. I would like to say a couple of things substantially about the public television as a tool. I think it is a powerful tool for improving the quality of education broadly by that I mean such things as Masterpiece Theater and Film 44, these are very similar to what you might see on commercial TV but very important fact to them that commercial TV does not have and I believe that to be a very important component of public education. Constructive interpretation of material presented either before or after. I had three high school students travel here with me today, totally without warning I asked them what the first things were which they thought of when they thought of public TV, they mentioned these two programs, and what they mentioned most about them was the interpretative material that gave them a sense of continuity and perspective and context in history of the material they were dealing with. The second thing in quality in public education, is the quality of material that can go broadly into our primary and secondary educational facilities. Getting this as a tool to help strengthen the over all quality of education by getting right into our classroom. It is an enormous contribution to the quality of education and then I think there is an additional concern all of us have to have, the responsibility to be in anyway public persons and that is the business of focusing on concerned members of the local region and there is no more powerful tool in my opinion to do a quality job than public television because you are free. You have an opportunity to give fully balanced presentations on all kinds of issues. Then as a final thing a development of something that I believe in very much, I believe myself to be a professional in this field and I believe the most important role in all development is not capital, not raw materials, but people. And the human beings in this area as in any other area, is the biggest resource we have and I think that with a tool as powerful as public television, we are limited only by our imagination in finding new ways to enrich the lives and skills of our people so there can be a broad lifting of all aspects of our common life together and I don't mean only in the homes or in the schools, but possibly in places of employment where you can hopefully upgrade skills quickly -- at a much lesser cost. And I think there can be some new combinations of public and private funding that could help enrich and enlarge this if we but have the imagination to try. And then finally

a word about public radio if I may. It was my responsibility in my last position before I left Virginia to be the supervisor of the largest public radio station in that state, a 14,000 watt station at West Virginia Wesleyan College. I learned a lot of things about that, the public safety in a state as big as West Virginia (and we are larger in the Commonwealth), is very well served if you can have an instant network system to provide news of major importance quickly and at low cost that government processes which can never be fully covered in the print or commercial television can sometimes get greater disclosure in all of their detail by the low cost presence of public radio. Coverage of legislative sessions, hearing procedures and then the very often valuable special music and cultural programs that really do not have a market of some of the commercial radio stations. I just wanted to touch on that because I really think that radio is also an important aspect of what you are trying to deal with today.

Representative O'Connell:

Yes, I have a question. How do you view the cooperative efforts of public television and the commercial television outlets? Would there come a time when, for instance, there would be trespass or there would come a time where there would be vying for the same markets, the same viewing audience. How do you view this?

Mr. Moyer:

I am quite sure in terms of markets, I think that will always be an area of what I would like to think is creative tension. If you have excellence in any media, because the airways are after all the public domain and when we flip our receiver channel selector we are not making a terribly rational choice when we go from 44 to some other channel. But I do think we will respond to quality wherever we find it. My guess would be that in a market system such as we have in this country, any high quality that happens under any auspice will attract fresh investment, fresh interest, and so therefore public television might be a positive stimulus to upgrading the commercial television.

Mr. Dougherty:

I have a question on radio. Do you feel that with public radio the emphasis should be more on music appreciation with instant news and spotlighting of news other than getting into dialogue and discussion type programs? Interviews? What are your views on this?

Mr. Moyer:

My observations on market feedback on the radio station that we had, which covered parts of Pennsylvania by the way, were that the principal value seen by audiences was the specialized music and the in depth and detailed coverage of matters of interest. Not necessarily only government but other matters that were not adequately covered by the other media.

Mr. Strimel:

Thank you, Mr. Moyer, for taking the time to come and share with us your thoughts and some of your experiences in public broadcasting. We will be working together closely.

Mr. Moyer:

I look forward to working with you.

Mr. Strimel:

I mentioned earlier this is a live program and we have been taking comments that have been phoned in and you can phone in statements at 655-4563. We have a few people left yet to come before us with their thoughts and share with us their thoughts about public television. First, here is a sampling of some of the phone calls to be read to us by one of the many fine volunteers who help make the station go, and that is Sandra Toole.

Sandra Toole:

Nancy Everneski would like the panel to comment in regard to the following quotation from a local news director's editorial: 'There is simply no way to reconcile on the public interest the dissemination of government support. A government controlled news service we can do nicely without.'

Mr. Strimel:

It is very difficult to just quickly respond to that. It will be considered and maybe at the end someone might like to respond to it, unless someone would like to immediately respond.

Senator Kury:

The only comment that I would make is that the crux in any legislation for financing for public education is that it be drafted in such a way that the funds are not threatened because somebody in power disagrees with what is being said. We have to guarantee the independence and that is the real problem with public education -- how do you fund it and guarantee its independence?

Representative O'Connell:

It has been my observation in eight years in Harrisburg, and I believe that is just about the time of the birth of Channel 44, that in spite of any of the contributions there has been absolutely no government controls on the state television network. At times I wish there were, but

Mr. Strimel:

I can attest that there have been no controls. Would you please continue?

Sandra Toole:

Mrs. Crookshank has a suggestion. How about a show in the early spring about gardening. This would keep the children out of trouble and also contribute to the family food.

Mr. Strimel:

Thank you.

Sandra Toole:

Mrs. McMichael speaking for Lewisburg. We enjoy the station immensely, especially the Alstair Cooke Show. We hope the politicians do not worry about all that is said. Most of us realize what is and is not the truth.

A Catholic priest states, I can't see where Channel 44 cannot show a religious program untastefully.

Mr. Strimel:

Thank you, please continue.

Sandra Toole:

I would like more programs like Wiffles and enjoy watching instructional TV. Educational TV should go on record. The public should view any station they want to on cable. This is directed to Senator Kury and all the panel. You can always tell someone with class. They care. Thank you for donating your valuable time. Shamokin, Pennsylvania appreciates you all.

Kay Havenstein, P.S., Why are there no women on the panel?

Mr. Strimel:

That is a very good question and I don't have a very good answer.

Sandra Toole:

I would like to congratulate Dr. Bevan on his suggestion of news for children. I also enjoy all programs on Channel 44. Questions, directed to the board, what about a program on no fault insurance and what about the pension plan for employed people?

Mr. Strimel:

That would have to be answered by our two members of the General Assembly and if you watch Official View, I think we do answer questions like that or we attempt to. Those statements were read to us by Sandra Toole.

You have an opportunity to phone in any statement you would wish by calling 655-4563 and it will be made a part of the official record and will determine the future of public broadcasting here in the Commonwealth of Pennsylvania.

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Our next guest, participant, braving the energy crisis and the gas shortage, is Judy Marsiliano, a student at Technical High School, Scranton. Welcome, Judy, do you have a statement?

Miss Marsiliano:

No, I don't have a statement but I will accept questions from the panel.

Mr. Strimel:

Well, Senator Kury, you may begin or we may reflect back that we have earlier, that there has not been adequate programming for those in the 12 to 18 year old age group on public television. Do you think that is a fair criticism?

Miss Marsiliano:

12 to 18 year olds? Gee, that is pretty far -- like 12 year olds are different than 18. I think maybe for the people from 15 to 18, there are but from 12 to 15 maybe there are not. They are a little bit old for Sesame Street and things like that and a little bit too young for some of the other things that are on.

Mr. Strimel:

Certainly in your age group which I will indicate as about 15, would be the group that you do feel there is adequate programming?

Miss Marsiliano:

Yes.

Mr. Strimel:

Thank you, Senator Kury.

Senator Kury:

Is there anything that you think could be put on the programming which is not there now, Judy, that would be of interest to people on the high school level?

Miss Marsiliano:

Well, maybe music -- like modern music, contemporary music -- that would interest them. Like hobbies and things that they could do in their spare time, sometimes we have a lot of time on our hands. If we don't have a hobby right now, if we watch a program, it shows us how to get into some kind of a hobby.

Senator Kury:

How about vocational guidance?

Miss Marsiliano:

Yes, I would like that.

Representative O'Connell:

Instructional education programs in your particular school -- how many times a week do you participate in programs that originate on this station?

Miss Marsiliano:

In our school? We don't, not that I know of. I mean, I don't.

Mr. Dougherty:

Yes, we had a suggestion a while back about vocational training and you have already commented on that but also about business understanding. Would you be or would your age group be receptive? To learning the basic fundamentals of how to run a business?

Miss Marsiliano:

I think they would because we have a business course in school and when you leave school, that is where it ends. Like, you don't really learn much during the year -- well, you learn but you are learning out of the text and you don't learn other than that -- what you learn in school and a few kids are thinking of going into business when they get out of school, like some of them might be starting some kind of a small business, but not until they get out, so that would be a good idea.

Mr. Dougherty:

One other question, we also have suggestions that we need more women programming for understanding budgets, wills, insurance -- you as a high school student going into that area shortly -- will this be of interest to you?

Miss Marsiliano:

Yes, like I wouldn't know how to make a budget or anything like that. Like I did have a business course and I did learn a little bit like how to handle money and stuff like that but like, I sort of forgot it from last year and that would be a good thing to know.

Mr. Leonard:

This is sort of a general question. It may or may not be fair but perhaps you can find an answer somewhere -- rather broad and simply this -- what sorts of strong concerns do you have? Or do you find that people in your school have ideas about the way the world is running or the way this area of the state is running and the way the country is running? What sorts of things are of concern to you immediately and right now that you may even agonize over a little bit?

Miss Marsiliano:

Like right now today?

Mr. Leonard:

Yes, today or yesterday.

Miss Marsiliano:

I think a lot of people are worried about the future with the big energy crisis we have now and things in that order. Like, we figure it might not get better then it might get better. We really are not sure what is going to go on, like when we move into the world by ourselves. Right now I don't know what is going to happen and what kind of life I will be leading because of it.

Mr. Leonard:

Is there any concern over what and how you may be able to be part of the solution instead of part of the problem?

Miss Marsiliano:

Yes.

Mr. Strimel:

I have a question and maybe we can pass this on to one of the panel who has a greater knowledge in this area -- and that is about the area as you learn about legal subject which is an important part of our community? Have you ever had an opportunity to know much about the law? Which after all determines our existence?

Miss Marsiliano:

No.

Mr. Strimel:

Well, Senator Kury, maybe I could ask if such a program would be possible.

Senator Kury:

Well, let me ask -- along those lines speaking as an attorney. One of the things that amazes me as a lawyer is the number of people who come into your office and really don't know the first thing about buying a house. Usually they have signed an agreement of sale which is the document to buy the land and then they come in after they have signed it and any lawyer will tell you that the agreement of sale is the most important document in the transaction because it governs everything else. People don't understand the significance of this and now obviously at your age, people are thinking of getting married and going on and eventually settling down and buying a home. Would it be of interest and helpful to you to have something on public broadcasting, what you should know when you are buying a home or piece of land, the fundamentals, so you know at what point to get professional assistance, etc.?

Miss Marsiliano:

It really would because if I were buying a home, I wouldn't know what to do. I could be ripped off left and right and I wouldn't know at all.

Mr. Strimel:

Well, thank you very much, Judy Marsiliano, we appreciate your taking the time to be here.

Again a reminder that you are watching a live program on the future of public broadcasting. This is WVIA-TV, Channel 44, Scranton-Wilkes-Barre, Pennsylvania.

Now for those of you who are tuning in at this point, don't worry, you may have heard rumors that Sesame Street might go off the air but this is not the time. We are going on for a few more minutes but we will be joining Sesame Street or the Cookie Monster is going to join the panel, one or the other.

In any case, we soon will be joining Sesame Street but we have a few more people and a few more statements. You have a few more moments to phone in your thoughts about public television.

Joe Benish, who is from Wilkes-Barre, is youth adviser for the Pennsylvania Public TV Network Commission. Mr. Benish.

Mr. Benish:

Thank you, Mr. Strimel. This year, questioning young people like Judy, as to what they think public television is all about, I found that people across the state have a misconception of what public television is all about. Unfortunately most still maintain the old idea of instructional television; that of a teacher with a pointer talking to a TV audience in front of a black board and because of that misconception they fail to take advantage and view many of the new innovative programs that have come about over the last few years in the Pennsylvania Public Television Network, such as those that young John Grey discussed earlier today. I would suggest that the Pennsylvania Public Television Network Commission along with the Department of Education would embark on a new comprehensive program to create a new understanding of public television among the young people of the Commonwealth. Public television is just that -- public television to bring something to everyone from football to cooking and from Sesame Street to Watergate Hearings. We shouldn't be afraid to televise controversial issues because that would fill a gap that must be filled by public television because of the commercial stations being afraid to air such programs not because they are so much afraid of offending viewers but of offending sponsors. The second point that I would like to bring to your attention is the involvement in the working of public television itself. Better involvement of young people in public television. A perfect

example would be the program Zoom out of Boston which features an entire format create and produced by young people and since the formal birth of public television four years ago in Pennsylvania I have had the pleasure of taking an active part as an advisor. I would suggest that the Pennsylvania Public Television Network Commission include young people between the age of 15 and 25 as a voting member of that Commission. They would be to represent the young people of the Commonwealth in the Pennsylvania Public Television Network. In addition I feel that it would be most fitting to appoint a young person to the Board of Directors at each of the public broadcasting outlets in the state. Public TV and radio stations in Pennsylvania, Channel 44, are community owned and the youth certainly represents a segment of the community and should be involved in the decisions and policy making of the station especially relating to youth programming. After all a great deal of the programming aired on public broadcasting is for students and young people. This could be done through the advisory council created this past year by the Secretary of Education, John Pittenger, of the intermediate units within the state. We must do more to become more responsive to the needs and desires of young people. I would like to note briefly that a report from Professor Scott Ward of the Harvard Business School, 1972, said the "new generation of television viewers seem to be building up an immunity to what they see," by second grade over 2/3 of the children he tested were responding negatively to what they see on the screen. I would like to briefly touch on funding. I feel that government and the business community could take a more responsive role in helping to fund public television. For example, here we are in these beautiful new facilities and shiny new equipment all of which is useless unless the necessary funds are available to develop the talent and the programming capabilities of public television, the Great American Dream Machine, Buckley, Susskind, and perhaps the cinema verite of Fred Wiseman. Take the coverage of President Nixon's visit to China for example. Commercial stations coverage of that event was done by box office names rather than knowledgeable journalists. The real expert that was present, Theodore White who had written a book on modern China, was along to represent public broadcasting and he was forced to tag along in silence because public broadcasting did not have the necessary funds to get the signal out of China. Without money our hands are tied and we need help not only from government and industry but from the entire community.

I would like to thank you for letting me present these views and I am sure that these proceedings here as well as across the state do much in improving the quality of public broadcasting.

Mr. Strimel:

Thank you, Mr. Benish and maybe somebody would like to ask a question.

Transcript of Hearing, WVIA-TV, page sixty-five

Senator Kury:

No question, I just want to compliment him on a very fine statement.

Representative O'Connell:

He did a good job.

Mr. Gibson:

I would like to ask one question, how would you suggest that public television improve its image?

Mr. Benish:

Public television could embark on more extensive public relations in newspapers. A lot of people read newspaper ads as to what programs are on and where and you have to gear it to all audiences, for example, a lot of young men like myself, I am sure all the gentlemen on the panel, enjoy watching football.

(trouble with tape)

- END -

TRANSCRIPT OF HEARING

HELD AT

WHYY-TV

PHILADELPHIA

February 27, 1974

List of Participants
Public Hearing
PPTNC/WHYY-TV, PHILADELPHIA
February 27, 1974

1. Dr. I. Ezra Staples, Associate Superintendent for Curriculum and Instruction, Philadelphia Board of Education.
2. The Honorable Martin P. Mullen, State Representative.
3. The Honorable Dr. Ethel D. Allen, Councilwoman, City of Philadelphia.
4. Mr. Samuel Fisher, National Citizens Committee to Find a Cure for Cancer Now.
5. Mr. Keith Doms, Director, The Free Library of Philadelphia.
6. Mr. Elmer Young, Senior Vice President for Corporate Responsibility, First Pennsylvania Bank.
7. Mr. Edward F. Toohey, President, AFL/CIO Philadelphia Council.
8. The Honorable Thomas M. Foglietta, Councilman at large, City of Philadelphia.
9. Mr. Ken Shuttleworth, Director of Public Information, Philadelphia '76.
10. Miriam L. Gafni, Esq., President, Citizens Committee on Public Education for Philadelphia.
11. Dr. Gordon Gray, Professor and Chairman, Department of Radio-TV-Film, Temple University.
12. Mr. Donald K. Angell, Jr., Deputy City Representative and Director of Commerce, City of Philadelphia.
13. Dr. Jaipaul, President, Ethnic Heritage Affairs Institute.
14. Dr. Evan H. Turner, Director, Philadelphia Museum of Art, Vice President, Greater Philadelphia Cultural Alliance.
15. Mr. Kelly E. Miller, Director, Child Advocacy Project of the Philadelphia Urban League.
16. Mr. Carl Dahlgren, Secretary, Philadelphia Area Consumer Organization.
17. Mr. Daniel P. Noonan, Director of Public Relations for the Greater Philadelphia Chamber of Commerce and the Penjerdel Corporation.
18. Mr. Joseph J. Hill, interested citizen.
19. Mr. Richard L. Olanoff, Executive Director of Inmate Services for the Philadelphia Prisons.

TRANSCRIPT OF HEARING HELD AT WHY-TV
PHILADELPHIA, FEBRUARY 27, 1974

Mr. Warren Kraetzer:

Good evening. This program you are about to see, *The People Look at Pennsylvania Public Television*, was recorded this afternoon, Wednesday, February 27th, in Studio B, Channel 12, in Philadelphia. The Pennsylvania Public Television Network consists of seven stations throughout the Commonwealth and of course, Channel 12, is one of them. During the past several months and particularly in February we have been conducting what we call a community ascertainment survey, which means really we want to find out what you our viewers and citizens of the Commonwealth really think about public television. Is it serving your needs and your family? Is it doing the job? You are the taxpayers and we get our money from the legislature. It is the people's business. For the last month we have asked the viewers of channel 12 what they think by a questionnaire and happily many of you have returned it. Many of the volunteers that work for Channel 12 conducted personal interviews. This afternoon you will hear a cross section of public opinion from representatives of our community.

Of course, we want to know what you think. In the daily news, the Philadelphia Inquirer and the Philadelphia Bulletin today, on your television pages, there is a questionnaire from PPTN. Won't you look for it on your television page, fill it out during the program or after and send it back. If this is not convenient, write a letter. Write us for a questionnaire, Channel 12, 26th and Market Street in Philadelphia. And now conducting the series of hearings is Mr. Philip Berman, Chairman of the Pennsylvania Public Television Network Commission.

Mr. Philip Berman:

Thank you Warren Kraetzer. First I would like to introduce the panel: on the far left; is Taylor Grant, a member of the Board of the Pennsylvania Public Television Commission, and on my far right; David Leonard, the Executive Director of the Commission, and on my immediate right; Mrs. Gus Amsterdam, a member of the Board of Directors of the Commission, as well. We are here as a panel to hear witnesses. This is the last of seven hearings that are taking place throughout the State of Pennsylvania. They have extended into every area to bring to all of the people our interest in finding out what the people of Pennsylvania want to hear through their public air waves. This is the People's Business. We are working in the people's interest. I now would like to call the first witness, Dr. I. Ezra Staples, Associate Superintendent for Curriculum and Instruction for the Philadelphia Board of Education. Dr. Staples.

Dr. I. Ezra Staples:

Yes, I have a statement that I would like to make. Thank you very much for the opportunity, Mr. Berman. Despite the serendipitous potential of commercial radio and television offerings, we urgently need our public service stations. When one considers for instance,

the treasure chest of programs beamed out of stations such as WUHY or WHYY-TV in Philadelphia, ballet, art, music, drama, discussions, and telecourses. We realize that public programming is making excellence available in every home. It's greatest virtue is that it gives the audience a choice so that no one need feel constrained to dine on the kind of fare offered by commercial stations particularly during prime time periods. It is vital for the American public to have this kind of choice, to realize the limitless facets of enjoying, appreciating, understanding and sharing their experience. Taking all of the excellence of public programming into consideration, what is still needed? Before enumerating these I must emphasize that I will be doing so not in the spirit of criticism
b u t rather as a vote of confidence in the power of the medium of public broadcasting. First, we feel that we need more cultural programs for those with a limited cultural background. In examining current offerings, I sometimes have the feeling that they are scripted by college graduates for college graduates. We would like to see an attempt made to include those with less education. Shakespeare was able to delight the groundlings who came to his plays but his task was relatively simple because the cultured and uncultured members of his audience were from a more or less homogeneous society. This is not true of our times when we stress our differences. Programs which can make it clear, in Emerson's words, that there is one mind, common to all individual men and women, regardless of years of schooling and that there is nothing grim about the enjoyment of culture. It would really make a major contribution to our nation's maturity. Secondly, we have a strong need for local public service programming. Philadelphia's WUHY and WHYY-TV have done some excellent things in this area. Such as telecasting the Board of Education's meetings, providing special courses for students during the 1973 emergency periods, and presenting programs designed to enhance racial pride and explore regional problems. But most programs, particularly those shown on public TV channels throughout the nation, are taped syndicated material which does not speak directly to people of any one community. We would recommend programs in the fine arts and literature that make a specific effort to include the concerns and interests and backgrounds of local residents. Third, we would like to see public service programming stress the theme of reconciliation among people. Yes, let us be aware of our differences and let us be proud of them but let us also be aware of what we have in common as Americans. It is time to touch hands together. Fourth, we would like to see public service programming assume a more active role in improving instructional radio and television especially where in school viewing is concerned. We would like to see station personnel collaborate in planning and production so that the final product exploits all the advantages that these media can offer. Perhaps this might be accomplished through regional production centers rather than on a national basis. Finally, we need some relief from our hurly-burly existence. But not merely the relief provided by the escapism of commercial programs, rather we feel we need programs which remind us that despite the day to day inconveniences

and upheavals we are undergoing, this is still in the long run, the world of cosmos, not chaos. We need programs that can show us that light at the end of the tunnel; programs that assure us, to paraphrase Faulkner, that we can not only survive but prevail. Thank you very much for this opportunity.

Mr. Berman:

We thank you for giving us your thoughts and in fact, suggestions as to how we can better our service to your constituency and to the community at large. My colleagues and I would like to ask some questions and maybe elicit more information from you that could help us establish what role we can play to make Channel 12 and all of public broadcasting in Pennsylvania, all seven stations and in fact, we are hooked up with the entire public broadcasting network in the United States, good programs that we can provide will have audiences all over and things that are relevant here in Philadelphia will be just as relevant all over the United States. I would like to encourage my colleagues to ask you questions.

Question:

Dr. Staples, you commented about the need for more local programming in a number of areas, cultural and otherwise, and I think you were speaking primarily of Philadelphia area and being from the state network I would quite naturally perhaps ask you about your thoughts about the quantity of or the type of programming from other areas of the state which you think would be particularly appropriate on public television.

Dr. Staples:

What we feel of course, the programming should include programs that are common throughout the state as well as national programs. What we have in mind for example, in terms of somewhat regional programs that might be characteristic of our Philadelphia area immediately would be the kind of thing that we are trying to do in a five county area with our project called "Care" an acronym to describe environmental common problems that are being dealt with by the educational establishment in the five county area. Now, while environmental problems pervade in all parts of the country and are common, the particular problems faced by the Philadelphia environment make it very desirable for us to have the five county approach. I think we could similarly identify matters of concern to Philadelphia and the environment of Philadelphia I offer the five county area as being part of that.

Question:

Dr. Staples, I particularly admired what you said about the reconciliation, what a wonderful and noble thought to have in days like these. I am relatively new at this, bear with me for a moment while I see if I can make this clear. The remarks that you made about the cultures and the various degrees and intimation that perhaps public television is playing to too high a cultural level. I wonder if you would have a specific suggestion as to how to reconcile that problem, if it is a problem, without falling into the common fault of commercial television of talking down to one's audience? I am sure that everyone desires a little escape but then I think they can get that on the other networks. I have always

admired the high cultural levels of public television, personally. Do you have some way in which you can describe specifically where you see the gap there between the lower and the higher levels of culture that public television might be missing?

Dr. Staples:

Perhaps we should not be characterizing it as lower and higher, maybe I was instrumental in starting the term that way but it is our feeling that from what you have to offer in this area is based on the premise that there are some prerequisites in terms of years of schooling and the like. These programs are excellent in nature and they certainly fill a real need and I think we should continue them. There are whole areas of drama, for example, which would have a more common base and which I think would serve a need which is presently not being filled. I think the kind of drama and the kind of music and creativity for example which can derive from people within our local community; the kind of thing which city recreation facilities provide during the summer, etc. I wouldn't characterize it as being lower or higher but I would characterize it as having tremendous appeal for large numbers of our people.

Question:

Dr. Staples, we have discussed from time to time how to get at what we traditionally call instructional television and what you are suggesting is really what we hoped that we might work towards in the educational community. That is, using the form of television creatively than the traditional photographing the teacher in the classroom. Are you suggesting, Dr. Staples, that programs as you discussed before would be part of the offering to the school children depending on the level of understanding rather than the traditional kind of lecture presentation?

Dr. Staples:

Yes, one of the great advantages, which I failed to mention of public programming and public broadcasting, would be just that. It would be the opportunity for example to build a very close interrelationship and articulation between the local school system, the archdiocesan, the public schools and the local independent schools, with the station serving the area. The kind of relationship that we established last year during the crisis period in which there was a very close articulation and coordination of the education be offered during the course of the day and subsequent. All of us involved in the organized educational program within the schools would encourage young people to continue their education in the evening -- kind of a high school of the area type of thing and by joint programming and joint planning this may be possible through the approach that you people represent. I think that it could be carried out to a very meaningful extent. We are moving in that direction.

Mr. Berman:

Thank you Dr. Staples.

Question:

Dr. Staples, I would like to ask you a question. I have seen very early morning programs at about 6:30 on commercial TV that are continuing education programs. They can be music, poetry, great works of literature. I don't know whether we provide anything like that. That is the sort of thing that can be geared to a certain level -- first year of high school, last year of grammar school, for that matter. A continuous kind of approach so that one has a complete course at the end of a given period of time. Is this the sort of thing that you have in mind.

Dr. Staples:

This certainly would be a marvelous contribution. We had for a number of years a program which was developed by one of Philadelphia school employees, Dr. Allen Shevlin, the Operation Alphabet Program, which is serving a tremendous need and it is presently being aired by commercial stations and this kind of thing has grown. Operation Alphabet serves the need for people who have never had the opportunity for formal education. It serves some very basic literacy needs. I think this kind of thing that should be expanded and continued. Commercial stations are as you have pointed out, also making offerings of that nature. The opportunity is greatest perhaps for the close coordination of effort through the medium of public broadcasting.

Mr. Berman:

Dr. Staples, I want to thank you for your expressions, these comments, observations, and suggestions will be recorded. They will be put together with the other witnesses that are appearing before us today and the earlier hearings and from this will come much good for public broadcasting and the people that view it. Thank you.

Dr. Staples:

Thank you for the opportunity.

Mr. Berman:

I would like to call on our next witness now, the Honorable Martin P. Mullen, Member of the Pennsylvania House of Representatives. He would like to present a paper for us. Martin Mullen.

Representative Mullen:

Thank you very much, Mr. Berman. As you know I have been involved in educational television for some time in the financial area, having been chairman of the Appropriation Committee for a number of years and a minority chairman when my party was not in power and we feel by and large, that public television and educational television has done a very good job. At times we have not, in my opinion, properly financed it but we do feel that with proper financing I think we can go a long way. I think that we have generally sold members of the General Assembly on the value of educational television and public television and I do think that in the future it will be much easier to finance it than we have in the past. Because in the past we have had a number of disputes that I think have been resolved now. As to which to give priority to -- educational or public; I think that has been resolved. I feel that in the near future we will have adequate financing to see that you are able to do the job and I think

all of us agree that you have done a good job in this area.

Mr. Berman:

Would you care to make any suggestions as to how we as public broadcasting, public broadcasting state Commission and all the seven stations, can better serve all of the people? You expressed acceptance -- program acceptance -- with the legislature and we appreciate it. We have discussed this many times in Harrisburg and the legislature has responded. We do have greater needs than we have funds at this moment. The present legislature has promised to consider additional funds for us if we can determine the programming or the use of the funds and if they will add to the quality of life of all of the citizens or most of the citizens in the commonwealth. We feel that you could help us here, not only as a legislator in providing us that assistance, but also suggesting ways and means that we can deliver the goods. We would like to have whatever expressions you would care to make along those lines and I would like to suggest that my colleagues query you and ask you particular questions and maybe from this we can get better information and more useful information.

Representative Mullen:

I might point out to you, I think the thing that we really have to do, is to try to develop better programming for the rural area of the state. I don't think there has been any problem in the Philadelphia area and in the Erie, the Scranton, or the Allentown area. However, our members have indicated that the programming for the rural areas of the state were not to their liking to a certain extent. Now it is true we put on many outstanding plays and things of that nature but in the rural areas of the state they were hoping that programming would be more in tune with the problems of that area. In the agricultural field, I know that this is a problem for the city areas, but for those in educational television in the rural areas, I think they are going to have to develop rapport with the people in that area by bringing them things of interest to them, rather than just bringing things from the large metropolitan areas like plays. That is all well and good but I do think that you have to respond to the need of the particular location where the particular station is. I think if we do that, you'll find that you will get more support from those areas of the state also.

Question:

A number of your colleagues have appeared at various other hearings that we have held and have suggested that one of the things that they are very concerned about is the public's understanding of how the legislature works, what the real issues are, what bills are coming up; these thoughts are not only expressed by legislators, I might add, but also by a number of the citizens. The further from Harrisburg that we go with our hearings and the less adequate, the people seem to feel, coverage the people get on their commercial television programs or in their newspapers, the more they

ask us to try to fill this --what to them is-- a void. I wonder if you would have any observations on public television's responsibility or possibility for improving this communication between the lawmakers in Harrisburg and the public.

Representative Mullen:

Well, certainly it's easier for public television to provide that type of coverage than we normally receive from the commercial stations. It is quite obvious why. However, I find in my travels that most of the television stations (Public stations) have been fair in this area. I certainly, for myself, I can state emphatically that I have been on most of the television --public stations-- throughout the area. I think they have, by and large, given an adequate coverage to issues of great public importance. Certainly on the Tax program that we had last year that was, in my opinion, adequate coverage, and certainly in relation to the gubernatorial race, I have adequate coverage there so far and I can't really complain about that. I think you recognize the responsibilities in this area and I think most of the stations have done alright. I have no complaints about that.

Mr. Berman:

I want to thank you very much for your observations. They are rather complimentary. And for one that has been involved so deeply and so long in public broadcasting they are received with much pleasure and enjoyment. It is as you had pointed out, you have lived with public broadcasting in Pennsylvania since its conception. In fact, you helped create it.

Representative Mullen:

Yes, I am very proud of that. That is one of the good things that I have been able to be doing during my time in the legislature but I am real pleased with it. I think you are doing an excellent job. About the only thing that I can suggest is to just keep trying to improve. You have already won public acceptance in my opinion.

Mr. Berman:

Thank you -- the Honorable Martin P. Mullen.

We would like to call on our next witness, the Honorable Dr. Ethel D. Allen, Councilwoman, City of Philadelphia. Dr. Allen we would appreciate if you would make a statement for five minutes or so and then we would like the privilege of asking a few questions.

Dr. Allen:

Thank you very much Mr. Berman. I would like to say that being an avid follower of public television and having seen in recent years great progressive strides that it has made, that I would sincerely hope that we could continue and enlarge. Although I listened to Representative Mullen speak of the possibilities that with the

financial situation being what it is today, we might have some difficulties. I would hope that we can put together some type of package which would serve the needs of the public because of the absolute right of the people to know. I have participated, like Representative Mullen, in a lot of the public service broadcasts, those which were basically educational from a political point but also, educational from a civic standpoint. We have seen people who had no knowledge of many of the things that are now being commercially explored in our commercial television. For example, the Dr. Welby's of the world really started with debates and things on public broadcasts. The interest in educational movements really started with public television in that era and then moved into the era where they have commercial shows regarding the same. So, we have really been like the "mother" of a lot of the children that are now becoming very profitable enterprises in the other areas. What I would really like to see is a broadening of the scope of public television, so that the funds that are necessary, we don't keep them into such a narrow scope where they primarily just deal with panel discussions and they don't deal with the documentaries that we develop that the public would be interested in. Then the rural areas that are uncovered would then be covered because most people in the urban areas have no knowledge in the rural areas and nobody is going to commercialize it -- since "The Farmer's Daughter" went off the air, at least. Nobody is going to commercialize it any longer. So, these are some of the things that I have seen. There are some difficulties with public television that we don't, in not having the funds to be able to, explore with a wide degree of latitude many areas of interest to the public. We are narrowed and confined to a small area of knowledge but perhaps with more interest on the part of legislators and more interest on the part of business and more interest on the part of the foundations that have supported us in the past, we might possibly come up with something.

Question:

I'll ask the question from the area of statewide coverage, Dr. Allen as to whether or not you feel there are certain things which would be important to Philadelphia and to this area which public television can bring in from other areas of the state? One of the ideas that has rattled around in my head is the possibility for instance, that it may be that there are some common problems between cities, that there may be some things that Pittsburgh is involved and that Philadelphia is involved in that are two city discussions that may valuable to both cities.

Dr. Allen:

I agree with you, Mr. Leonard, there because I have noted that for example, in an effort to try to uniformly make regulations for the police departments across the nation, that public television could show across the state the differences in Class I city's police department, II, III, IV, and V, and that modification of

one effects the other and whether or not it is possible for a statewide rule and regulation to be binding on a police department whether they are in an urban area or in an acutely rural area. I can see where things of that type, the development of public television would be of great interest. So that people would then know in transgressing from one area to another what they could expect. I know a lot of times you ride into an area and you don't know that there are only sheriffs there and police chiefs here. There are a lot of things that would be of a lot of great interest. The health field is another area where public television could be very beneficial especially with the development of the health organizations that will come with national health insurance.

Question:

Dr. Allen, if public television had the facilities (I am glad I said that I am new at this but I am not sure whether they have them or not.) and the money required, would you be in favor of more open televised hearings of the city Council sessions and maybe even the state legislature?

Dr. Allen:

I certainly would. I am closed out in the minority party as well as the public is. I would be in favor of more open hearings, yes.

Question:

And more knowledge might be obtained in different cities in showing the way the different legislative bodies work. Right?

Dr. Allen:

I whole heartedly agree.

Question:

Well, Dr. Allen, you know we certainly have the facilities. The second part of the question is still to be resolved.

In terms of you representing the City of Philadelphia, but certainly in your broad gauge remarks about concerns of the network are there any particular problems that you view in Philadelphia that need the attention of public television as the largest city in the commonwealth?

Dr. Allen:

I think what needs to be done in public television, is more of the man in the street type thing because we don't present the community's opinions often enough. The school board hearings are very, very, good but we don't get the feedback from the people watching the school hearings. For example, the man in the street approach would let us know why the community around the proposed Edison site is so adamant against the Edison site. Why the suburban schools are so adamant against regionalization by getting out and doing more of the man in the street thing, which I know is extremely expensive. You would then get a two fold input and the analysis of what is

happening would be much more beneficial to the people watching.

Question:

We have been sensibly aware that most of the time we do talk about people rather than to people. So on that level I certainly agree and hopefully we will come out with the right answer to allow us to do more, Dr. Allen.

Dr. Allen:

Thank you.

Mr. Berman:

Dr. Allen you have made an excellent presentation of the problems that you see where we could serve not only your city but all the cities and indirectly the rural areas as well. I was just thinking of the price of food and the double problems vis-a-vis fuel, everyone will become a farmer very quickly with that little plot they have in the back of their house. If they knew something about how to raise what they need, they might have a new experience in life and not only a rewarding one from accomplishment but one that will be really helpful for them.

Question:

But will they have time to watch television?

Dr. Allen:

They will have the time and not only will public service television be public service television but it will be lending a public service, per se.

Mr. Berman:

I want to thank you for joining us. We appreciate your comments and your observations will be recorded and added to our program of devising what and how we can serve the people of Pennsylvania better.

Our next witness is Mr. Samuel Fisher; he is a member of the National Citizens Committee to Find a Cure for Cancer Now. Mr. Fisher.

Mr. Fisher:

Thank you Mr. Berman. Pennsylvania Public Television has both a unique responsibility and a unique opportunity to help tens of thousands of Pennsylvanians annually. About 25 years ago, I was a Cancer Crusade volunteer for the American Cancer Society. The literature at the time that one out of four people would develop cancer. I paid no attention to that information at the time and like others did not take an interest until it affected me. Although I am a CPA for 25 years and the managing partner of a public accounting firm, I could not figure out with my wife and five kids, (we had seven in our immediate family) that one out of four goes into one out of seven. I did learn something about basic arithmetic last February 1973. I was told that my wife had incurable lung

cancer. She died July 2nd. During her illness, I made what I consider a "death-bed" promise to her. As long as I had any energy left in me, I would try to see to it that something dramatically different is done in order to find a cure for cancer. I have determined that some different action is necessary to prevent the 355,000 unnecessary deaths each year from cancer. Maintaining the status quo or even improving the funding to 20% a year is not the answer. As an extremely prejudiced witness I believe the public television network in Pennsylvania should include a minimum of 8 hours of programming a month on the subject of cancer diagnosis, detection, prevention, maintenance, rehabilitation, and in general improving the awareness of the role of the citizens and ultimately bring about the conquest of this dreaded disease. Specifically I believe that television should have a program aimed at the medical profession, at least, two hours a month, that would be in the nature of a seminar for professional development opportunity to inform medical doctors and other medical practitioners by providing information from County Medical Societies and the American Medical Society that they could better diagnose and detect cancer in patients at the earliest possible time. Two hours of programming a month should be aimed at the public that would provide information concerning the prevention of cancer and what an individual can do to aid in the detection of the disease including an explanation of the value and type of annual physical examination. Three, perhaps one hour a month of programming should be devoted to being shown to high school students on the theme that your mother and father are at an age when one out of four, according to present statistics, get cancer. Telling them how they can increase the survival rate of their parents by taking an annual cancer detection physical examination. In at least one other state, local industry has provided free gifts to high school students to get their parents to receive their examination. Perhaps that could be done in Pennsylvania as well. Four, since 43,000 Pennsylvanians will contract cancer in 1974, and since many more are successfully living with cancer, it seems reasonable that two hours of programming should be devoted to how to live with cancer. Information could be made available that would make the life of the person and the family more meaningful. Five, at least one hour ought to be devoted to what anyone person of Pennsylvania could do in order to help the fight. For example, there is a bill before the House Ways and Means Committee in the United States Congress, HR10746, introduced by Congressman Jack Brinkly of Georgia, that would raise \$3,000,000,000 a year, with these funds being used solely for cancer. Interested citizens could help with the passage of this bill by writing to their senators and congressmen and making them aware that they want a measure like this passed by Congress or they could call Western Union and a toll free call at 1800-257-2211 and ask if public opinion message 212 be sent in their name to Wilbur Mills, Chairman of the House Ways and Means Committee for passage of this bill. This telegram can be sent for a total of \$2.00 with that amount being added to your telephone bill. Since cancer is the second largest cause of death in the Commonwealth of Pennsylvania, it is most feared by a majority of the

population. Can you think of any better use of public TV programming? Thank you.

Mr. Berman:

Thank you Mr. Fisher. I want to ask one question. Do you feel if your suggestion would be good for public broadcasting in the state, would it be desirable to include Multiple Sclerosis, Muscular Dystrophy, and other "killer" diseases which haven't a ready cure, antidote, or they need more and greater public education? Are you interested in public education in the health field or just only on your own?

Mr. Fisher:

I certainly think that the same thing that applies to cancer should be used for some of the other major killers. In my original suggestion, to every member of congress, some four or five months ago, I suggested that on a voluntary basis, 1% of all tax dollars be set aside for the two leading killers, heart disease and cancer a million people a year. I think every few years you ought to look at what the killers are and you ought to give public education through public TV on what the killers are and as they change in the broad base of improving health knowledge and understanding them on the part of citizens.

Mr. Berman:

I think that is very commendable. I feel that public broadcasting must have an over all view and not limited to one, however important, segment of our society and its problems.

Question:

If I may simply add, I must congratulate the gentleman on a most moving presentation. The subject has come a little too close to me this week to speak too coherently but I certainly think that the idea of having some specific thing for the public to do and a telephone number to call that will produce results and then to keep score on it, then I think we would be getting somewhere in the area of communications. That part of your suggestion, I would most heartily congratulate you on. I think in that regard to confine it to one killer at a time would be most effective and we could really see what public television can do. Certainly Sir, you can count on me for whatever support that idea may need.

Question:

I concur with what Mr. Grant said in terms of a well presented presentation of a dread disease and how it has affected you so personally. You know, the series currently being televised by PBS called the "Killers?" The next one up Sir, is on cancer. I am not suggesting that it falls the bill of what you have stated so well but perhaps we can learn something not only in terms of public awareness but perhaps we can learn something from that but in public apathy and maybe something more based on that and what you said today.

Mr. Fisher:

Mr. Kraetzer, what so frustrates me, if the President can call for a budget of \$304,000,000,000 and less than 1/6 of 1% of our total national effort goes for our cancer effort which kills 355,000, I just don't understand that and even less money is spent on research in the heart field and you could go down every type of health item and find that a disproportionate amount of money an unconscienceable amount of money is spent in this area. I think public TV has a responsibility to bring this to the attention of the people, that if they actively get involved and concerned they can get different kinds of results. I think that's what public TV is all about.

Mr. Berman:

I would like to add my thank you and as everyone expressed, a sincere personal interest in the goals you are expressing, not only have many of us been affected but everyone is exposed. Therefore I feel that everyone would like to feel that something they helped do, solved someone's problem, if not everyone's. And just to add one more comment, I spent last week at the Salk Institute in La Jolla and I had joined the Salk Foundation with the idea to put through a crash program through the immune system experiments which will be taking place on human beings this year to find out if they cannot get a handle - find out how to control the cancer from attacking the human body. So, I am very deeply interested as well. Thank you very much for joining us.

Our next witness is Mr. Keith Doms, Director of the Free Library of Philadelphia. Mr. Doms.

Mr. Doms:

Thank you. I am the Director of the Free Library and it might interest you to know that I am the former director of the Carnegie Library of Pittsburgh. During my rather long career, I have served as President of the American Library Association, the Pennsylvania Library Association, and the Pittsburgh Library Center. While in Pittsburgh I had the very great privilege and pleasure of serving for five or six years as a member of the Board of Directors of the sister station there, WQED and I am currently serving as Chairman of the Governor's Advisory Council for Library Development. Also the newest hat I have is the one as President Elect of the National Association of Metropolitan Libraries. You may wonder why I should be interested in testimony. I would acknowledge that I have been identified most closely with the world of print, however, most libraries are very much interested in all the various communications media, and are expanding their collection of services to include information as it may be recorded on film or stored away on magnetic tape. Consequently I have long been interested in public and/or educational television. This statewide survey that you are conducting to assess consumer needs and interest, in my view, can be most significant and I hope that television will attempt to improve and enlarge its taste making role. A distinguished publisher said in Philadelphia last

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Saturday that reading is a feeding on minds richer than one's own. Public television has unique opportunities and responsibilities to increase appreciation for the arts and sciences and as a result you establish standards of excellence. Also, I would like to see public television assume a strong leadership role in focusing on matters of local and statewide interest. I think that new emphasis is needed in the areas of government, economics, and other issues concerning social responsibilities generally. Public television could be made more participatory; it could target programs more frequently at the regional level and thus help, hopefully, to break some of the false barriers that hinder regional cooperation. I think we would all acknowledge that certain programs such as Sesame Street and Mister Rogers have been great for children. Now much more effort must be made to program in response to the new emphasis based on informal learning for the adult. Public television's potential constituency is impressive. It's potential impact is equally impressive. Somehow it must balance it's overall coverage, quality and accessibility. I suspect that there would be an audience for varied and relevant programs at any hour. Therefore I would like to suggest strongly that public television be made available around the clock daily - 24 hours a day. I very much appreciate this opportunity to speak and congratulate public television on the great progress made over the last decade.

Mr. Kraetzer:

Well, Dr. Doms, as Director of the Free Library, you concluded, as it was guessed years ago, television has not replaced books. That might speak either to the quality of television or hopefully the extension of learning.

Mr. Doms:

I think there is a tendency for media of these sorts to reinforce one another.

Mr. Kraetzer:

That is one of our most desired goals -- to encourage the learning process as through the Free Library.

Mr. Doms:

We certainly hope that through various library agencies, here and throughout the state, that possibly we could provide kinds of nerve ends that would relate our mission to some of the goals and objectives of educational television and public television generally.

Question:

Do you see a role for public television in the realm of great books discussion groups or that kind of thing in cooperation with the library supplying the books, making them available, recommending that the people engage in this project ...

Mr. Doms:

I think there are numerous opportunities for this kind of involvement and cooperation. Also, it would seem to me that the modern public library should do everything possible to undergird the program that is undertaken by public television, be it to further the reading background of an individual or joint promotion. I do think we are joined together in a common goal and each of us have different ways of taking us down the path.

Question:

I would like to ask a question regarding the regionalism point. This may be wandering off into some sort of semi-philosophical direction that doesn't make any sense by the time I am through but the idea that I have in mind is that someone with your experience and perception might be able to give me some -- as to what constitutes a region. We are set up in the Pennsylvania Public Network as having a state or commonwealth wide network. We know there are subregions within the commonwealth but the question is, is a region more likely to be Delaware, New Jersey and one corner of Pennsylvania or is there really a commonwealth region -- a Pennsylvania region?

Mr. Doms:

Mr. Leonard, I sometimes feel that there are more definitions of regions than there are regions. They are economic, they're educational. You can begin with the state planning commission and they have divided Pennsylvania, I believe, into nine regions but for all practical purposes it would seem to me that our natural region here is a seven or eight county region, if you base it upon economic influences, communication patterns, and what not. It certainly, in our particular case, here in Eastern Pennsylvania, the Delaware Valley, cannot exclude portions of Delaware and New Jersey for consideration. While television is reaching out in its own kind of way, libraries, too, are very much concerned about this whole issue of regionalization because the Free Library as most libraries contains a huge collection of research and resource material that has value that goes far beyond the meaning of the City of Philadelphia, itself. Our consumers and potential consumers live outside the city and they live in Camden and all around the region. The regions might coincide but what I had reference to is the fact that I think there are many misunderstandings between peoples who live in one area which is made up of counties and political units of various size. It seems to me that this is one of the most effect media available to help break the barriers, be they interracial; be they economic; be they governmental. I think there are opportunities as well as responsibilities here.

Mr. Berman:

We want to thank you Mr. Doms. I believe education, cultural programs and anything called "public" have no political boundaries. Thank you very much.

Our next witness will be Mr. Elmer Young, the Senior Vice President for Corporate Responsibility here in Philadelphia -- and this region.

Mr. Young:

Thank you very much, Mr. Berman. I am happy to have the opportunity to expound some of my thoughts regarding public television. We are extremely fortunate to have in Philadelphia an affiliate of the broadcasting system. Throughout the years WHYI has won the respect and support of the corporate community. The station is to be commended for the high quality of its programs, however, the very excellence and emphasis of its efforts has created an image of exclusiveness which must be balanced if Channel 12 is to play a role of maximum usefulness in our community. My purpose today is to offer constructive suggestions regarding how Channel 12 can expand its role as a responsible citizen of the metropolitan Philadelphia area. My comments will cover four specific concerns which I believe deserve the special attention of the commission.

First, I would recommend that as a matter of policy, WHYI devote an increased percentage of its programming to the exchange of attitudes and opinions of representatives of all segments of the community on public issues. In this respect by examining issues from various perspectives, the station can foster greater understanding and therefore encourage individual participation in government and community affairs.

Second, I would encourage WHYI to recognize its potential to communicate the value of ethnic and cultural origins. The station is particularly able to emphasize the achievements of outstanding individuals from all walks of life and all areas of endeavor. By doing so, WHYI can serve to provide an example, sense of purpose and a key to alternatives to the youth of each segment of our community.

Third, television as a medium is uniquely capable of transporting the individual in time and place. This ability suggests the responsibility of WHYI to play a special educational role in the community. Specifically by selective programming, the station can bring North Philadelphia for example, to non residents; Business to people; People to politicians and politicians to task. Such programming will provide a basis for cooperation in meeting the challenge in improving the quality of life for residents of the entire region.

Fourth and finally, to facilitate the implementation of these suggestions and to provide a continuing source of input in the very structure of WHYI's management, I strongly urge that the station increase the representation on its board of directors and on its programming staff. I don't for example, see any of our minority people manning the cameras today. Further more I would suggest the creation of a regional advisory council. This council would be composed of representatives of all components of Channel 12's market area, and would be responsible for insuring that the programming efforts of Channel 12 would meet the needs of its constituency -- individually and collectively. Too often

pluralism is perceived as a problem. I see it as an opportunity but an opportunity which requires an appreciation of multiple backgrounds, origins, and values. By displaying the breadth of our society public television can reduce the barriers which inhibit each individual's need to see beyond self interest. It is to the benefit of public broadcasting as well as to the public to give priority to this dimension of its responsibility.

Mr. Berman:

Thank you Mr. Young. One Question, we speak about and encourage public involvement, public interest, public issues -- how do you control them to make them relevant. That they are not taken over by what appears to be something less than public interest, you know, even renegade activities.

Mr. Young:

Well perhaps, Mr. Berman, some of this should be placed on public television. If it is renegade or militant or what have you, I think the idea as I perceive it, would be to, at least, let people express themselves, even debate issues -- even controversial issues. Only through that can we get an understanding of what some of these problems are and what might be the solutions to some of the problems. I just feel, personally, that too often we have had just a few selecting what we should see or hear for that matter.

Mr. Berman:

How will you answer the queries we get "Why did you allow that program to be on?" Now this comes from all -- the right, the left, every direction. How can we answer it when we are funded by the varied interests, business interests that might be considered conservative; legislative who have the problem of being reelected. Everyone has the broad interest but their own personal selfish one and when you get into the realm, into the total public availability of the air ways, some how or other you have a problem and this is one that has to be dealt with obviously. You posed the problems, you might be able to pose a solution.

Mr. Young:

I think one area you missed mentioning as to who you have a responsibility to is the area of our tax payers. The funds that you receive are from the taxes that just the ordinary people pay and it is their right as much as business or as much as any politician to have their views aired and I believe that your answer then to those inquiries would be that you are trying to serve all people. I believe that if we can get particularly some of these controversial and "hot" issues that are facing us in this region -- and there goes that word "region" again, Mr. Leonard -- we need to put them on the table. Too often we talk among ourselves and in our little cliches and social gatherings but when it comes to allowing the entire public to know what we are thinking and to try to address themselves to these problems they are hushed up and that is what is wrong, as I see it, with television.

Mr. Kraetzer:

Mr. Young, let me take off my commissioner's hat and be a general manager now. I know that you have a busy schedule and a busy corporate responsibility. I do hope that you get a chance to see Channel 12 on more than a passing occasion. While certainly this hearing is not about Channel 12, certainly someone has to make the determination of what goes on the air. There are a Board of Directors, to whom I am responsible but I am responsible for what goes on the air and I certainly feel that in all the areas, in trying to be responsive to the community, we are within the bounds of all the community, all the groupings, and all the ethnic responsibilities to give this kind of mix and feel to our community. Not to say that we do not have much more to do, Mr. Young, for I assure you we do. I would simply say that the intent is ever present, the opportunity is there. I don't even cop out by saying it is only money. But we are trying not to discourage debate and divergent viewpoints. I assure you to the contrary if you are able to watch a great deal of our programming but in all ways we try to be totally responsive to the area we serve. The only comment that I would make about something the Chairman, Mr. Berman, said, it is true our money comes from a variety of places -- the viewer, the public. You are quite right, the public pays the bills in any of the tax monies we receive but we do not run a broadcasting agency -- I do not run a broadcasting agency -- on the basis of a quid pro quo. So, that if we are failing in this particular area I am responsible and certainly I accept your criticisms and suggestions on how to do our job better.

Mr. Young:

Let me add something to what you have just said if I may. I have just read an article from Veron Jordan who heads the Urban League and his article "Public TV Has a Long Way to Go" and when I once found I was coming to testify I of course, thought I would reread the article and this is sort of devoted to the black community, not channel 12, now, but public TV. And I am just going to excerpt a couple of items that bears on what I have been trying to say. For example he says that out of 15,000 hours of programming on national public television only 89 of those hours were black programs, in the category where two special programs were shown of 143 special programs. He says in effect that blacks are rarer than the test patterns on public TV and that there is just a black invisibility. Now we feel that the taxes that we pay as part of being a citizen in the United States and also in the percentage of minorities in America that we are not getting our fair share. Now we recognize that commercial television doesn't do it because their ads and television commercials are paid for by corporations. Where public funds are being used more time should be spent in these areas devoting themselves to minority problems as well as others but this discussion and inner play has to be more. And I hope that is what I am trying to portray to you.

Question:

I just have a small anecdote, Mr. Berman. If I may be permitted, I will try to keep it quick. I thought the question you might have had in mind a moment ago -- years ago I was with the American Broadcasting Company, a very poor third commercial network. As the war ended, the major news commentators were being replaced by entertainment programs so they call came to ABC and at one time we had a stable of 17 commentators representing as many diverse opinions and when anyone would call with a complaint the vice president would use the standard line. He would say "Remember we are like New England weather, if you stay tuned we will change at any moment, so just stay tuned."

Mr. Berman:

I want to thank you Elmer Young for your contribution to our hearings. Our next witness will be Edward F. Toohey, he is President of the AFL-CIO Philadelphia Labor Council. Mr. Toohey.

Mr. Toohey:

Thank you very much. I am a member of WHYY-TV Board of Directors. When I speak, I speak with a little bit of experience based on having served on the Board and receiving the guidance and expertise of one of your panelists Mr. Warren Kraetzer. I think the potential of public television has never really been scratched. I think its needs and requirements are so great that it is beyond our comprehension to really understand precisely what could be done in the future. I am going to try to talk to you about some basic things that are vitally interesting from a labor standpoint. I heard the name business by your chairman on several occasions so maybe I can make them labor oriented. Our first and most important interest is of course, jobs. We think a great deal of the ills of our society can be helped, not alleviated, if we can secure sufficient employment from the private sector and if they in turn fail, we ought to petition the federal government, which we do. Your station could be a great deal of help to us in prodding the legislative branches, the federal, state and local level and to secure as a second line of defense, jobs of public employment from the taxpayers money in useful occupations and not just to be squandered precariously, because the money is there and we should spend it. It should be spent wisely. I think that we can eliminate the great backlog of unemployment, particularly within the youth element and as well as many of the minority groups. To help them along their way, there is not a person in America today who is not entitled to a job. And he is entitled to that job based on his qualifications and he cannot have the qualifications unless we can give him the necessary training and equipment to do the job. Because then he must make his way in life, it is the whole purpose for which he is created here, to make a living for his family and the people who surround him in the community. Not to leave jobs alone per se but from that I think (I see Mrs. Gafni over there and I

am sure she is going to talk about education so I am going to get in a little plug from the labor standpoint) we believe that public education should be funded properly from all levels of the government. We think that your committees at the state body should consider the special problems of a large metropolitan area such as Philadelphia in which we have tremendous challenges that lie before us. We would hope that we would be able to get the very best in so far as the educators are concerned and I would hope that our teachers' union would be doing a yeoman's job in that direction. I hope that many of the restraints that have been placed on them will be lifted in lieu of tranquility so that they will be able to concentrate more fully on the job -- that is, educating the people here in Philadelphia. I think we ought to make every effort throughout our entire society to make sure that everyone absorbs to their fullest ability the educational facilities that are possible to offer to them. Third, we talk in the area of housing. There is a deplorable state of affairs here in Philadelphia. I am talking about private home housing and public housing. We need to do a mammoth job and I think the legislature at the Harrisburg level as well as the congress need to view, with the spirit of trying to help rebuild, these housing projects, private industry, so that we can have a decent home for all of our people. I realize that this sounds like cliches and basics. I think we need a mammoth input in transportation and on the basis of that I think that your station could be of great value in exploring all the means that are available to the public generally and in this particular area, as well as the other areas that I touched on. Trying to think that it is not here, is just being a fool. It is here, it is evident and it is all around us. We ought to do everything that we possibly can to bring all the conflicting elements that were just alluded to recently by a previous speaker and get together and see if we can't just find out what the crux of the situation is. I think that you people can display it dramatically, enough so that it can have real input into the listening audience and the viewing audience of Channel 12 which is the only one that I am familiar with. Basically some of the things that I would like to leave with you today . . . I could go on and on but I don't think that you want me to do that. These are basic and how can Channel 12, how can the public television itself, per se, throughout the State of Pennsylvania address itself to this problem? I think by encouraging as many open forums as you possibly can to bring forth as many ideas and suggestions that you possibly can to dissect the good from the bad and on the basis of that, see if it isn't possible to come forward with some dramatic programs hopefully on the air.

Now, all I have spoken about, I recognize one thing, that it requires money. It requires large sums of money. I think that public television has been starved. I think the President of the United States is not really interested in public television, per se. If he is he hasn't indicated it very strongly. I think we ought to force them to do something about public television. I don't think

that we ought to be going hat in hand but it ought to be substantial sums. I think that you have to have something much more enterprising than basics and that is in the area of politics. I don't believe that we should take a dog in the manger attitude but accept the fact that we live by the two political parties. On the basis of the two political parties we ought to give as much emphasis as we possibly can in trying to develop as much talent as we can to enter into the political arena. But what I am saying is that they ought to be interested in the processes because in the final analysis the direction that the government is going to take, in the foreseeable future, must come through the political parties and we should engage actively and participate in it. I would hope that you would be able to dramatize some of these events in the legislative halls where the interesting events are taking place.

Mr. Berman:

I think you made an excellent presentation. I didn't want to in any way exclude from my thoughts -- labor. I consider that segment of our society important to public broadcasting because we are talking about people. And business isn't an entity unto itself. It's people in a corporate manner; labor is an association, educators are and other groups of people and the public, and as it has been expressed, blacks consider themselves a unit although they cross over into all other levels, labor, business, etc. What we are really talking about is a public forum for the public and you have expressed a rather clear, I think, challenge to us. We should put the public on view and try to make what we see much better. It is like looking into a mirror. If we don't like it we will do something about it. I think it is a very good point and one that we do have a place in this scheme of things. Do any of you have any questions for Mr. Toohey?

Question:

I think not, nice to see Ed here.

Question:

Mr. Toohey, If you had a priority of that well articulated list in terms of the Pennsylvania Public Television Network and we are an outlet as you well know, can you make any priority list? Would it be the job opportunities to your people. Where would you put these priorities that you so well articulated?

Mr. Toohey:

It would be jobs. A person is never satisfied unless he is doing something useful and worthwhile. And that is a requirement of each and everyone of us, but the opportunity ought to be presented on that level. Now it is broken down into parts of course; job opportunities for the skilled crafts and because of natural talent they enter into the labor field in skilled trades.

The second element that we ought to address ourselves to is in the area of the non-skilled in preparation and training and availability. Employers certainly ought to be called to the forefront and asked to give in sensible long term dialogue as to what is necessary in requirements? What is necessary in requirements two years hence? Ten years hence? and not train for something that is going to be useless in two days. Emphasis certainly ought to be placed in youth.

Mr. Berman:

We want to thank you very much Mr. Toohey. Your comments will be recorded and they will be very useful in our deliberations.

Our next witness will be the Honorable Thomas M. Foglietta, Councilman at large, from the City of Philadelphia.

Mr. Foglietta:

Ladies and gentlemen, I thank you for the opportunity of appearing. It is a great service that public television contributes to the citizens of the Delaware Valley as well as other stations throughout the country. And I for one can say that Channel 12 in Philadelphia is my favorite station. As an elected official serving on the Philadelphia City Council, I am greatly concerned about a dilemma that faces all of us who reside in an urban area such as Philadelphia. What is this dilemma? Namely the widening gap between the needs of people and public resources on one hand and a growing cynicism in the commitment of local institutions and leadership to these needs on the otherhand. The problem has many dimensions. Certainly it is political. But it is also financial and institutional as well. In the past several years, numerous developments have occurred to produce this situation but none more important than the flow of information to the residents of a given area. There has been a continually widening gap in communications between local government and the residents of numerous communities which comprise the city. Resulting from this situation is the increasing sense of isolation, alienation, to the processes of local government. This lack of communication exists through all residents of our city black and white, rich and poor, North Philadelphia and South Philadelphia. Thus when this lack of communication couples with the absence of regular contacts with public officials and administrative personnel, grievances arise and they are unmet by city agencies or officials who cannot fashion an effective response. To meet the needs that I have identified, a comprehensive plan must be developed. This procedure would address itself to the following goals: More effective communication between neighborhoods and local government; Improved ability of local government to respond to the needs and problems of neighborhood residents; Expand opportunity for community leadership to participate in sharing decisions and policies in respect to their neighborhoods. Now how are these goals to be implemented? No one can belittle the impact that television has on our daily lives. No one can doubt the ability that television has had to inform its viewers of important events. Public television has an opportunity to bridge this communication gap of which I am

speaking. As a public television station, you have a long list of accomplishments of which you can be proud. In the area of news, art, music, drama, to mention but a few, your achievements are of the highest quality. You have brought much to pass. However, more needs to be done. Specifically it is my hope that public television would stress community orientation programming. To effect greater communication between people and city government, for example, the weekly sessions of city council could be televised. Here viewers can not only get a clear understanding of the legislative process but also greater informational input about the legislation enacted by their council representatives. No one can question the central role that the city council plays in the lives of the citizens of Philadelphia. The city's operating budget as well as its capital budget are examined and analyzed and voted upon by city council. The same applies to the school board. Moreover televising of selected public hearings of the city council could be programmed. Important or controversial hearings, the rules committee for instance could be aired. This significant committee, namely the rules committee, is responsible for all zoning changes that affect the neighborhoods of our city. And measures that were bills such as the recent conflict of interest bill before the rules committee could be given additional coverage. This would provide a greater opportunity for understanding what is occurring in the world of city government. The citizens of the city could see the workings of a significant segment of the city government and how it is directly affecting them. It is my belief that such coverage would compel the elected officials also to be more informed and more responsive to the community. Also the public television station once a month for example is being affected by legislation concerning its redevelopment. Leaders from the city administration, city council, redevelopment authority, chinatown and other related city agencies could be brought together at Channel 12 on a program to air their differences and yes, possibly work out solutions. As a result of establishing a forum for the airing of council affairs on public television not only would the viewer be exposed to the inner workings of city government but the media through further innovative programming would act as a service for public expression. Exposure of government over public television could bring a much needed response and possibly a much needed referendum on many pressing issues that are debated before the city council and its separate committees each week. Such action could thus go a long way toward dispelling distrust and cynicism that now the citizens view their government. This approach to programming would bring the neighborhood and the government together and that I think would be an admirable objective for Channel 12.

Mr. Berman:

I gather from your comments, that you would like to see us have the old New England townmeeting hall at work in a large city in a meaningful way. I gather there is the interest of the people and not only the city officials but their leaders.

Mr. Foglietta:

Exactly. I believe that one of the great problems in our governments today is the lack of communication flowing both ways. Lack of communication from the government to the people, lack of communication from the people to the government. Many times I realize in City Council that I am being called to vote upon a particular issue and the councilmen voting on that particular issue doesn't really have a feel of what the community wants -- what the community desires, what the community needs.

Mr. Berman:

It isn't just verbal or in fact, you know, to the newspapers it is so called eyeballing it.

Mr. Foglietta:

It is much closer. One of the burning issues in my opinion is the possible destruction of Chinatown in Philadelphia today. Many of the people in Philadelphia think of Chinatown as a group of stores and curio shops. They are completely unaware that this is a full community -- from infants to older groups having their own doctors, their own lawyers, their own businesses, their own schools. A vibrant total community of people not just a few shops. These are the kind of things that we want to let the people of Philadelphia know about. On the other hand we had an issue before the council which concerns the development of the Mariner Church at Front and Delancy. I don't know whether the councilmen are completely aware of what the people want there and this might be an opportunity to get them to know as well as the people to know what is happening.

Question:

If I am not out of order, Mr. Chairman, as long as we are having the interest and the presence of more than one councilman here, I wonder if we could start keeping score. Now, Dr. Allen said that she is pretty much in favor of opening up City Council to television cameras and Tom, I assume that you are very much in favor.

Mr. Foglietta:

I think we will even get Lyn Mott to go along with that.

Question:

I am going to resist the temptation to comment. Tom, you did use the word selected or selective a couple of times. Who would do the selecting according to your thinking?

Mr. Foglietta:

The reason for saying the word "selected" would be as you well know, so many of the matters before the council are of a routine nature. I would say that 90% of the matters, traffic bills, paving bills, transportation bills and things of that sort which would not have the controversial interest for Channel 12, for the Council or for the general public. So therefore I would not buy the idea of either public

hearings or all hearings held outside the council chambers. I think more of the work of the council could be done in that fashion. I do believe that selectively when issues arise that affect a particular community than the hearing of the council should be in that community. If an issue arises where it is necessary for the councilmen to get the views of the general public than they should be aired on television or if it is necessary for the public to know specifically on a particular issue what council is doing than it should be aired but I think it could be quite boring and I think it might lose its impact if we had some of the sessions on public television.

Question:

Do you think a majority would favor opening up council to cameras?

Mr. Foglietta:

We know that most of the statements that I have made over the years are without regard for what the majority wants but rather what I think is the proper thing to do. I have no idea what the majority of the city councilmembers would want to do. But as you well know, sometimes the minority prevails.

Question:

Councilman, I understand, I think, the words "selective" in terms of not an editorial judgment as to what concerns council but rather an ability to cover. We have, obviously a large responsibility to school board meetings, as we do to Wilmington, to which we are licensed and the responsibility of the commonwealth to where the signal falls and some in New Jersey. So on a selective basis, certainly the preemption of all our hearings such as Watergate hearings and in terms of particular concerns which I think Council could identify as well as ourselves. I would be delighted, as I said earlier to Dr. Allen, we have the facilities but we haven't been in City Council yet.

Mr. Foglietta:

You are welcome into City Council but I think you ought to put a little red flag on your microphone or something so they could identify whether it is on or off. But other than that...

Mr. Berman:

We want to thank you Councilman Thomas M. Foglietta, you presented a very interesting case for public television and I would like to just add that in Pittsburgh when we held the hearings, the question was -- will these programs which are being recorded of the city government be dull or irrelevant and I was told if they were on public television they will become very relevant very quickly because people will not allow themselves to come unprepared or discuss things that aren't important. I think it will raise the standard of city government by giving it exposure; I am not only speaking of city government but that could go on up to the national level, as well. Thank you very much.

Mr. Foglietta:

Nothing better to hone your performance than public exposure.

Mr. Berman:

I would like to take this time to introduce the panel. We are holding hearings and listening to witnesses who present information and suggestions for the public interest through public broadcasting. We are planning the seven hearings throughout the State of Pennsylvania after which we will collate the material and present to our legislature what we believe the public wants. In this way we help our elected officials and citizens who do pay the bill get more and relevant public broadcasting in their interest. I would like now to introduce our panel; on my far left, is Taylor Grant; Member of the Board of the Pennsylvania Public Television Network Commission; to my right, Warren Kraetzer, the Vice President and Director of WHY in Philadelphia, a member of the PPTN Commission; to my far right is our Executive Director of the Pennsylvania Network Commission, David Leonard; and to his left, Val Amsterdam, also a member of the Commission who are holding these hearings throughout the state. We will now call on our next witness, Mr. Ken Shuttleworth, Director of Public Information, Philadelphia '76.

Mr. Shuttleworth:

Thank you Mr. Berman. First of all my compliments to public television. It is a great innovator in the area of education--it is a great innovator in the area of entertainment with things like Sesame Street and Masterpeice Theater. Consistent with what several other witnesses have said here today, there is something of a lack of (if there is a weakness in public television) in the area of public affairs reporting -- public affairs coverage. That has been rather clearly identified, I would say at this point. I would like to talk a little about technique that, for lack of a better phrase, I call expository reporting and how to hopefully inject some drama into it. The idea is to identify an issue and find a dramatic back drop against which to present the various aspects of the issue. The example that I can think of is in the area of nuclear power plants and the proliferation of nuclear power plants as it relates to the so-called energy crisis. Dr. Herbert Dennenberg, the insurance commissioner, last year had a rather extensive series of hearings, three days long, here in the city of Philadelphia. There were reams and reams of testimony. It seems to me that one way public television could have handled that situation would have been to have cameras in the court room where Dr. Dennenberg held these hearings, not to televise them all as Watergate, "ad nauseum" but rather to use that as the backdrop to bring witnesses out into the corridor or out of earshot of the overall witnesses. Have an incisive interviewer asking the various witnesses to summarize their testimony over a 5 minute or 10 minute period on the hour and then come back on the half hour with another witness. At the same time, of course, the witnesses in the hearings may very well be all against nuclear power plants and you can't have one sided reporting, you must have somebody there to give the other side. And I am sure that the power industry, whether it is the electric company or the manufacturer of equipment, would be more than happy to supply an articulate

spokesman to provide that balance. Like every hour or every half hour you would have perhaps this expository type of reporting getting both issues to the public generally. This would probably interfere with your programming during the day but you could probably work around it. That is the kind of reporting that I think we ought to have more of. You have to look for situations that lend themselves to this sort of thing. The Dennenberg hearings were one example, the year before there was a hearing at the convention hall on the cross town expressway here in Philadelphia. These issues are big issues, they are not just the cross town expressway. The cross town expressway was more than the construction of one highway. It had many ramifications and implications. Again that kind of thing could have been adopted in that situation. Senior citizens conventions and Senior Citizens Alliance which began here in Philadelphia could have been televised along this same kind of format. The opportunities present themselves not on a regular basis but at least on an occasional basis and I think it is up to public television to take advantage of them when they do present themselves. Speaking for the Bi-Centennial coming up in 1976, taking this idea of expository reporting and thinking about 1976, the opportunities are really limitless since Pennsylvania and Philadelphia especially will become almost the point of (We hope anyway) the intellectual and cultural activity of the world. This will be the central point -- the focal point, right here in Philadelphia. The opportunities to me seem limitless at this point. That is all I have.

Mr. Berman:

We want to thank you, Mr. Shuttleworth, for expressing your opinions. You have some excellent suggestions. You point out that our mission is limitless. It is a matter of being capable of handling all the material that is available for us and these hearings will help determine exactly what the people want and with that described hopefully the legislature will fund us in a manner that will make much of this possible. We are making progress and these hearings will be helpful to us to make more progress.

Mr. Shuttleworth:

One other point about expository reporting; it does not cost a great deal of money. It is not like a television sending six or seven crews all over town -- one crew and one interviewer.

Mr. Berman:

Our next witness is Miriam L. Gafni, Attorney, President, Citizens Committee on Public Education for the City of Philadelphia. Attorney Gafni.

Attorney Gafni:

Mr. Berman, members of the Commission, it is a great pleasure for me to appear before you today to speak to the issue of public programming by our Public Network in Pennsylvania. As a regular fan of Channel 12 and the mother of two school age children who enjoy your

afternoon and morning children's programs I am indeed a person biased in your favor. Nevertheless I hope that there are a few subjects that we might discuss together that in my opinion would enhance your programming. Before I tackle those issues let me say how much I have enjoyed Black Perspective on the News. This is in my judgment one of the best news view and analysis program on any station in the area. My one complaint is that you rerun it on Saturday night so that I miss it too often. Another complaint is that some of your programs are during the dinner hour which many of us, who have resisted the TV dinner, are prevented from enjoying. For example, Take 12 I think has been an exciting eye on the community and has been missed by our family, too often because of dinner conflicts. I know scheduling conflicts are difficult but for such community programs it is worth a change to reach a wider audience. Your regular coverage of the Board of Education meetings has been an immense factor in providing heightened awareness on education issues not only for the Philadelphia students but for our neighbors as well. This public service is viewed by the Citizens Committee as a matter of the highest priority because the success of televising the Board of Education meetings, we suggest that the airing of other governmental bodies in session. For example, budget hearings of the Philadelphia Council when both the citizens testify and when the officials testify and Budget Hearings of the Board of Education. The hearings in the Education Committee in the Senate and the House of Representatives in Harrisburg and which involves state wide education issues. Meetings of the state board of education, which is a powerful but little known policymaking body whose decisions affect education throughout the state. The problem has been that many of these agencies will not meet at night. If they won't meet at night so the citizens will know what is going on, at least you can televise them when it is most convenient to the listening audience so that they can keep an eye on their government in action. Government in action on television has been important for educational reasons and for improved community understanding of their government. Public television can have no better use for its resources than extending this eye into relevant sessions of administrative and legislative bodies. There is no question that they can become highly dramatic and good television even while they are providing a public service. I was thinking as I was sitting here listening to the other witnesses, I have had a dream for a long time since I have worked with the League of Women voters that it would be nice today to have somewhere in this area, 15 to a half hour at the beginning of everyday, at a reasonable time, for information of legislative activity that was to take place that day or that week at City Council, at the State and in Washington that would be of pertinence and information to the average citizen who would like to know before the "cat is out of the barn" or whatever simile is preferred, what is going to happen and what the impact is. Information rather than as an aggressive oppositional piece but really just so people can know what is happening. It is extremely difficult to keep up with Congressional Record in Washington or the bills as Mr. Foglietta

describes may in fact be routine. Some routine matters have extraordinary impact and it is not discovered until two or three years later. And I think that kind of service might be something you might think about. There are lots of people in this city that would like to help shape that program -- volunteer time I assure you. Educational programming is something in which you have actively been engaged. We would hope that you would continue to improve the quality of the programs and the implementing devices so that teachers in the classroom would place their confidence in the media as a valuable instrument in improving and individualizing instruction. We would particularly call to your attention a program produced in England under the direction of Sybil Marshall, which has had great success in building curriculum change and increasing resources available to the teachers in the classroom. It comes with both a film of about 15 minutes in duration which focuses on a particular issue or theme and a work book for the teacher which develops techniques and ideas for off shoots from the theme shown on the film. The range of the possibilities in using the film are limitless and they can be both high quality in terms of programming as well as in technical quality. Perhaps the package would be a valuable extension of your existing relationship with the Philadelphia schools -- particularly where we have open education programs, this is a very useful technique to build in. Channel 12 and other public networks have a very major role to play in the field of election campaign reform. Your channel offers the ideal way in which candidates can debate and be challenged on deep and searching issues of the day in prime time and without cost provided the general assembly and the congress are willing to foot the bill. Since the major vehicle for reaching the public as a candidate is through the mass media and since it is one of the most costly ways to campaign, campaign reform is tied directly to the ability of a network such as PPTN and Channel 12 to provide their time for free for the airing of diverse candidate views. We recognize that many forms of improvement in programming take money; we think that this last issue is crucial to general confidence in the government and the viability of the democratic process. Finally we hope that you will spend more time looking at children and teachers in school in and around Philadelphia to show your viewers the many fine and wonderful accomplishments and achievements of our students. Too often the crisis issues which are frequently cast in the bleakest terms and the most dismal outlook over shadow the many excellent accomplishments of our educational system in spite of its problems. This is a very tall order for one channel or even a statewide network but we feel that you have already demonstrated your ability to tackle such programs and problems and I want only to wish you continued success and offer our support to accomplish the remainder of the agenda. Thank you.

Mr. Kraetzer:

Well, Mrs. Gafni, it is always a pleasure to see you and also, as a friendly witness because I have observed you other times and other places.

Mrs. Gafni:

I like, when it is possible, to say constructive things.

Mr. Kraetzer:

Mrs. Gafni in terms of political broadcasting which interests us a great deal, as one station we have given as much time as possible to primaries and general elections and you know the stipulations as well as I of the FCC. On a statewide basis I hope we will come to this. I couldn't agree more in terms of what to do in the political process. Certainly we have never thought of it as costing money. That is in the public's interest. We have general budgets and we do these kinds of things. I would not want to suggest and I rarely make any comments about my colleagues until we are perfect in every way but all broadcasting stations have the same opportunity and obligation and so I do not think of public television as being the only purveyor of political broadcasting.

Mrs. Gafni:

I was not meaning to suggest that you should be exclusive but inasmuch as it has a direct relationship between your ability to finance certain kinds of things and the ability of government to spend for you, it seems to me one of the easiest ways to effectuate reform, is to get the legislation passed and have the funds, not at your general disposal where you wind up figuring out who is going to administer the spending; but in fact pay the PPTN Network literally, to say you earmark during certain periods of time "X" number of hours for candidates who are on the ballot. In that way we don't get into another bureaucracy administering the fund, if you will, that is created by legislation. We have a built in network fortunately in the State. It seems to me that this commission is capable of implementing them. I would rather use that vehicle than get ourselves into extraordinary complications as to whether or not all three or other commercial networks must bump other things and get into the whole question of competing -- who's got a better audience rating, etc. I think that is one of the difficulties. If you say, that PPTN is the official network for the free piece that you get -- you at least reduce the need for the competing time on other channels, which many people cannot avoid because of their limited financial resources. And if you are going to ask the legislatures to finance that, it seems that they are going to be more willing to put it in the pot of a PPTN than they will competing between CBS, ABC and NBC.

Question:

Do you think there may be the same kind of deduction on federal income tax and on state income tax, a dollar or so be earmarked for this kind of thing rather than coming from legislative appropriations?

Mrs. Gafni:

My cynicism for political committees is now going to be evident. I would say that I would approve such a check off only if it went directly into financing a public television campaign exposure and not for parties to distribute as they chose. I think it is

important, perhaps more important in primaries -- in the candidate selection process, than in a general election. And I of course, think that Channel 12 could provide excellent coverage since it is not really done by the commercial media, of local elections. Because you know, statewide they cover and nationally everybody covers but we find the coverage on local issues, especially if there are multiple candidates, the Mayor's office may be covered, the District Attorney's Office may be covered, but there may be 36 other candidates about which we may never discover until perhaps two days later, what the issues were and what the coverage was.

Question:

I was going to ask Mrs. Gafni how she was feeling because this is the first time that I have seen her talk at less than 400 words per minute. But she is working up to it.

Mrs. Gafni:

Prepared text slows me down -- that is the only thing you can hope for.

Question:

We have heard from the Honorable Ethel D. Allen and from the Honorable Thomas Foglietta and also from Mr. Elmer Young and they all felt that open hearings and exchange of ideas to the public would be good for us to hear. You are seen and heard frequently and I know probably how you feel -- that it is good for the public to see the operation -- how do you think the Board of Education members would feel? Would they like the exposure?

Mrs. Gafni:

I am not sure they would like the exposure but I think in a sense, they have been going along for so long, that they are almost immune to the notion that there is an eye on them. I think what has happened is, contrary to what you hope, initially performance is increased because they are very conscious of the television eye and the mike but over a period of time when they become accustomed to it, they become immune to it, they become almost like they were Monday night. I think the fact there was a television camera going was irrelevant.

Question:

That is what I wanted to know.

Mrs. Gafni:

I think however, what you need to realize is that the public does not have time and energy to run here and there to see government in action. While that is true, in effect, what you are seeing is the real people. You watch how they vote on certain kinds of issues and that is the proof of the pudding, not the campaign promise and not the platform and not the speeches on the street but how the votes are cast. When push comes to shove, that is what you have to see and that is why television cameras are important.

Mr. Berman:

Thank you Attorney Gafni. What you want is Philadelphia in Philadelphia instead of Washington Week.

Mrs. Gafni:

Well, I actually don't want that because I think Washington Week is fine but we can do locally much more for the same situation. Focusing on the issues beforehand, Washington Week is a review, I would like us to have a preview if you will, and in a sense, I think that would be very helpful. Thank you.

Mr. Berman:

I want to thank you for joining us this afternoon.

Question:

Chairman, may I make a comment before our next witness? Thank you, Mrs. Gafni. As you know, Mr. Chairman, when we opened the program, while we are having a cross section of representatives here this afternoon, that in the Philadelphia Daily News, Philadelphia Inquirer, Philadelphia Bulletin today, there is on your television pages, a questionnaire, Pennsylvania Public Television Questionnaire. We want you to share your views with us -- about five thousand have done it already. Of the viewers and citizens, would you please avail yourself of the newspaper and complete the questionnaire and mail it to us. We want your views. You are the tax payers and we are the People's Business. Or will you write us, if you don't have the newspaper handy.

Mr. Berman:

We will continue with our hearings and our next witness is Dr. Gordon Gray, Professor and Chairman, Department of Radio-Television-Film, Temple University. Dr. Gray.

Dr. Gray:

Thank you Chairman Berman and members of the Commission. I will if I may direct my comments today primarily to the Pennsylvania Public Television Network. My involvement in what is now more appropriately called public broadcasting and was once upon a time called educational broadcasting, goes back to 1955 when I served on the staff of the Ford Funded Educational Television - radio center, which later became known as National Educational Television. While casting about for something to say today -- something that might have direct bearing on the function and future of the public television network, I was reminded of similar discussions several years ago. The visionaries unhampered by the realities of meager budgets foresaw a cultural supermarket and the viewers would be able to choose great opera, original dramatic events, local performances of the world's leading symphonies, all produced with the same budgets available to the commercial networks. In retrospect it is not that those visionaries were wrong but that they were so close to being right. High budget cultural offerings are really not available to public broadcasting viewers in great abundance but they are available and I think that PPTN is to be congratulated for its part in bringing some of these

dramas into reality, some of these dreams, rather into the world of reality. And you will forgive my obvious bias if I commend PPTN for coming to Temple's Musical Festival last summer, broadcasting some first class musical concerts to the people of the state. I believe that was a significant contribution. I am confident that the television stations, the state networks and the national networks will continue to provide these cultural offerings. But perhaps we should be looking to the network's unique characteristics for clues as to function. What is different about PPTN? Most obvious difference is that PPTN is a state network. Commercial enterprises operate stations, they operate national networks; PPTN is the only network serving the population in the State of Pennsylvania. Its uniqueness suggests several things to me. For example, an information and emergency network designed to inform Pennsylvania citizens in a timely manner on issues of importance to Pennsylvanians. Another area where such a network can uniquely serve the people of Pennsylvania is higher education. Another bias of mine, universities and television stations, commercial and public, have long produced telecourses that a need and a facility have come on the scene at about the same time. Universities are presently looking for new ways to reach audiences and sometimes those audiences or populations represent people who have not heretofore been served by universities. The mature woman whose energies have been focused on the home and family. The woman in business whose upward mobility is hampered by lack of specialized training. The mid-career person who is casting about for a career change and many other special populations. I believe the universities and particularly the state universities are eager to serve these populations. What is needed is a distribution system, a vehicle for carrying specially designed courses to special populations throughout the state. And along with its very worthwhile services PPTN could serve that function. In short, I am proposing a partnership between PPTN and the Universities. A partnership that could help both PPTN and the university in their primary missions of serving the public.

Mr. Berman:

Dr. Gray, thank you.

Question:

We have been talking with you at Temple University and my colleagues at the University of Pittsburgh and Penn State University about hopefully the beginning of an open university. We have been collectively derelict in having some continuity of higher education opportunities and I hope we are at the beginning of a fruitful offering of courses on a higher education level. As you know we stand ready and I am sure that the Pennsylvania Public Television Network desires as well to do something for the higher education extension, the open university, or however it is called these days.

Dr. Gray:

I sense that atmosphere and I am very grateful for it.

Mr. Berman:

We thank you for your presentation. You have added another dimension to our hearings. And you are most helpful in determining just where we fit in the scheme of things in creating a quality of life for the citizens of the commonwealth. Thank you very much.

Our next witness this afternoon is Dr. Donald K. Angell, Jr., Deputy City Representative and Director of Commerce, City of Philadelphia.

Mr. Angell:

Good afternoon everybody. I have a brief statement on the behalf of the city. I am here on behalf of the city today to outline our feelings on the practices of WHY, Channel 12, and also, more importantly perhaps, the work of its sister educational stations throughout the state. In ten years in working commercial television as my former colleague, Taylor Grant would probably tell you, I learned that brevity is a desired trait in commercial broadcasting and I hope that this is also true of public broadcasting. The city is indeed satisfied and well aware of WHY's contribution to public interests and its work in the tri-state region. The City of Philadelphia supported WHY with a quarter of a million dollars a year, a marked increase over previous contributions. The administration of Mr. Rizzo increased the city's contribution over that funding level approved by the previous administration and in review believe those funds were well spent. The usefulness of the educational programming in general and children's programming in particular is well known and need not be mentioned by me and is endorsed by any governmental agency certainly. Channel 12 provided an enormous public service this year in rebroadcasting in the evening the testimony of the Senate Committee delving into various governmental irregularities. The commercial stations were unable and possibly unwilling to give broad coverage that was provided by the educational station. I myself and my colleagues in the city government who were otherwise occupied during the day, found those evening broadcasts very interesting and fascinating. In general this follows a public television pattern of providing alternative programming beyond that broadcast by the commercial television stations and for that reason alone is worthy of support in our view. The City of Philadelphia increased its already heavy contribution to public broadcasting two years ago and had hoped at that time that similar increases and support would come from other entities from the public and private sector. It has not as of yet, I am sorry to say, seeing as much support as the city has given. But we hope -- if hope does spring eternal, as I hope it does -- that that day will some day come. So, I am here, certainly not in any critical way, but in a commendatory way to both compliment and implore the network to continue their good job. I would be delighted to briefly answer any questions or talk to you further.

Question:

I would like to make an observation and one is our deep appreciation over the years for this substantial quarter million support from the

city and I am glad to know that we are looked at as serving the public's interest. I think it might be helpful to know that this kind of support helps us to do our job better and is beginning to get the hoped for response. We are not out of the woods yet but we are getting almost 40 to 50% from viewers, corporations, and foundations. We are hearing from the people. The questions were sent out to some 25 to 30 thousand of what we call the Channel 12 family. We have gotten about 5 to 6 thousand responses and with a certain amount of gratuitous checks inside so that again, the support is needed and the support has helped us to grow and there is an indication that others are helping us along.

Mr. Angell:

I can't tell you how delighted I am to hear that.

Question:

How do you feel Mr. Angell about having or making public the hearings that some time take place at the council, as such meetings take place at the Board of Education, that has been suggested by several of the witnesses today.

Mr. Angell:

The network broadcasting ...

Question:

... that's right, being witness to the meetings that take place, at the administrative level, council level and such kinds ...

Mr. Angell:

I think it would be very useful. We saw in the example that I referred in my notes, in Washington recently, how useful it can be.

Question:

Well, that is Washington; how would you feel about having the same thing done here in Philadelphia?

Mr. Angell:

I cannot speak on behalf of the city but I certainly think that in this case I would be able to say on behalf of the administration, that would be great.

Mr. Berman:

We want to thank you for contributing the city's position and your remarks and some of your own observations. I think it comes through clearly. There are many things that we can do, as to the matter of money our program material seems to be free, it is just a matter of just delivering it through the vehicle we have available to us. Thank you and appreciate you coming here this evening to be with us.

Our next witness is Dr. Jaipaul, President, Ethnic Heritage Affairs Institute.

Dr. Jaipaul:

Mr. Chairman and other commissioners, thank you for this opportunity of equal time to express my views on this. My testimony should be taken in the light that each one of us testifying represents a different audience and I do know that all of the things which are being said here, could not be accomplished, not by one, but hundreds of television networks and mindful of that fact, I am still going to represent my audience and make my point. The role and strength of public television lies in public service and each one of us has a definition of public service. It is needless to belabor the point. The private enterprises does not even touch this field barring an exception here and there. A major weakness is reflected from the network's statement of goals. Of the five goals, the first two are really ones of ascertaining and responding to community needs to programs. The rest of the three are really efforts of survival to stay on the air. It is a difficult situation. I believe that the statement of goals should reflect an on going program of philosophy and direction that has the support of the community. For example, if you took the area of education as one of the goals -- education of whom, about what, could keep numerous networks busy. The variety of audiences, age, sex, ethnicity, religion, etc. and matching their respective needs can be a trying job. Similarly awareness about rights of people can be a very extended goal. I suggest that the commission after these hearings develop a task force to formulate a statement of goals which can sell itself with fuller community support thereby the public network can invest all its energy into public service rather than survival. About program suggestions, I may add that to determine community needs -- the need to understand what our community is -- we are a neighborhood, a community, a nation made up of different people. For a long time we believed in the concept of the "melting pot" but the pot has boiled over without having melted anything. To begin with the concept was a racism, as blacks and indians were not to melt with the rest. After bread and butter, the most important thing in a human being's life is his values and his lifestyle. After 200 years of history of the people of the United States we find different people keeping up their lifestyles, and tracing their origin is just shoved under the carpet in fear of being discriminated. This ethnic revival movement has shown that we are a salad bowl and not a melting pot. Each of the ingredients in the salad bowl are distinct and have their identity, character and taste. It looks beautiful too the melting pot image has done a great deal of damage that with 200 years of history we are still trying to seek and find our identity. Self identity gives us confidence, security and equality. The second component of the problem is that we have made technological advances to reach and explore the moon but we have not invested anything in understanding man. In developing know how and technology for interpersonal relations, we are not ahead of our primitive ancestors in this field. One finds it hard to find a school where intergroup relations is a full fledged discipline of study. Here we find ourselves faced with a problem, who we are and why are we a divided people?

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Having stated the problem my suggestions to the network for programming are to develop programs to bring awareness about different people that make up Philadelphia and that difference is neither inferior nor superior. Philadelphia is one of the richest in terms of multiplicity. We have different neighborhoods with rich history and culture found in different ethnic groups. If only a series of programs about different ethnic life were shown, we will go a long way in helping people find themselves and understand others. More specifically various ethnic groups who live in the respective neighborhoods can be involved in developing a real picture of their life styles. In the past years, it has been proven that if ethnic history starts at the grade school level we create foundations for understanding among our children. Thank you.

I will be glad to answer if there are any questions.

Mr. Berman:

Apparently there are no questions because we are a multi ethnic group country and all of us seem to have come to recognize these problems. What you are expressing here rather clearly is that we must do something about them. I do believe that our public broadcasting system can aid in this and I think we need the participation of all the people themselves. We can only be one of the vehicles.

I want to thank you Dr. Jaipaul for your presentation. You added another dimension to our hearings.

I would like to call on our next witness, Dr. Evan H. Turner, Director of the Philadelphia Museum of Art, Vice President of the Greater Philadelphia Cultural Alliance. Evan.

Dr. Turner:

I think if I may be able to mix my metaphors I should initially declare myself as a television illiterate. Because that is exactly what I am. As programming on Channel 12 goes, I probably have an average awareness; however, I am an enthusiastic admirer of all that Channel 12 represents and as such am delighted to be here today. It should be said that the Philadelphia Museum of Art has had a good relationship in working with Channel 12 in the past year, for example we presented two special programs (programs that we believe, at least, were spectacular.) If we were contented we would like to believe that Channel 12 was. One dealt with the whole program of city walls decorations that we have been evolving during the past three years of our urban out reach program undertaking, whereby neighborhoods may approach the museum saying that they may wish to adorn some part of their particular area and we have worked with them, help them provide artists, provide the materials, etc. We believe that this is a very valid undertaking in terms of the betterment of the visual environment of our city. To date we have done 45 walls in the city of Philadelphia and we frankly felt the WHY- program created a broader awareness of the fact that it was becoming a significant one in the city that people did not fully appreciate. We did as well on Channel 12 dealing with Lou Kahn, the great architect, perhaps one of the greatest architects in

the United States today. A man lurking unknown to many as part of the urban scene of Philadelphia. At least his office is lurking here, unfortunately his work is lurking here all too little. It is a prime example of the sort of work Channel 12 is doing in terms of creating awareness. I think I might say, if I can be critical for a moment, I stand in awe of all that Channel 12 does in total, bringing in significant programs from parts of the United States and even more perhaps from abroad. At the same time however, we are constantly frustrated one might say, that Channel 12's economic realities are such that it is not able to do more originating of local programs. As I say this, it is easily understood. It is something that all cultural organizations of this area face as a reality of their day to day existence. It is unfortunate, we feel, because it is a community where a great deal is being done and in fact, far more than is generally recognized.

We believe that Channel 12, if for an example, could do more in terms of interview programs, could develop more in the way of an enlightened editorial approach to the diverse problems, and the challenges in this community. For example, as we in this city are very much compelled by the critical pressures of 1976, the creativity of an organization such as Channel 12, so imaginative and open in its outlook could play a lively and important part in the life of the community as a whole. Or again for an example, we recently organized in the Philadelphia Museum of Art an exhibition of the work of Marcel Dusha and people may not know, an artist who is one of the most influential figures in the development of 20th century taste. We spent five years arranging for works to come from all parts of the world and it was a misfortune we felt, again we understand fully the financial reality, but it would seem none the less unfortunate, that this rare opportunity existed in the city momentarily. It will never happen again, at least, in our life time; could not be taken full advantage of. The main factor of my method is to say that we at the Art Museum are convinced of all that Channel 12 stands for and we stand in turn ready to help Channel 12 in anyway that we are able to. We only wish the call would come more frequently.

Question:

Dr. Turner, you mentioned two programs, unless Mr. Leonard the Executive Director of the network corrects me, the City Without Walls and the Profile of Louis Kahn were shared with the Pennsylvania Public Network so at least, they begin across the commonwealth to share the excellence that is in this community.

Dr. Turner:

You must forgive me for showing the natural provincial streak of a good Philadelphian.

Question:

Dr. Turner as you know it has been a great frustration of ours as well as of yours that we have not been able to bring the cameras

in for a meaningful exploration of the treasures of the art museum and hopefully this as part of the report will make possible a sharing of the museum here as well as those in other parts of the commonwealth with all of the people.

Dr. Turner:

We hope that our strong expression of willingness to cooperate will be the first step in your having the funds pour in. Now if I could speak from my other hat.

Mr. Berman:

Please do.

Dr. Turner:

I have been asked to represent the Greater Philadelphia Cultural Alliance. The Executive Director Mr. Henry Hutch, should be here but he was ill and he asked me to represent the offices of the Alliance and speak briefly before this hearing. The Greater Philadelphia Cultural Alliance is an exemplary organization without equal in most communities of North America. It is an organization that came about because of an increasing community concern for the cultural life of this city -- it's an exciting one and should reach more broadly into different neighborhoods, different sectors of the community and it was felt that interaction was the best way to do it. It represents various museums, art, science and history, the libraries, the concerts, the theatres. It is an organization, one might say, of organizations strongly directed toward the professional ideals of each of the member organizations. It has within its membership a resource potential matched by very few communities in the whole United States today. The Alliance wishes to go very much on record in standing in respect of the distinguished achievements of WHYX and also to make it very clear that it felt that through the group effort, as well as the effort of anyone of its parts, much could be done in terms of developing the ideals that you stand for in nurturing the quality of existence in the Commonwealth of Pennsylvania.

Mr. Kraetzer:

I just want to say, as you know Dr. Turner, we are a charter member, the only broadcasting agency in the Alliance, in radio and television. So we are there to do the kind of things you suggest.

Mr. Berman:

Your comments are warmly received. They are complimentary to the greatest degree and I believe that Philadelphia has much to offer, not only the rest of Pennsylvania but to the United States and the world. An example is the Bicentennial '76 where much came out of Philadelphia that we are all proud of. Thank you for being with us this evening.

Our next witness will be Mr. Kelly Miller, Director, Child Advocacy Project of the Philadelphia Urban League.

Mr. Miller:

Mr. Chairman and members of the Commission. I would like to express my appreciation at being invited to present my views. I was asked to be here on behalf of the Philadelphia Urban League, by Mr. Andrew J. Freeman, Executive Director. I will confine my comments as Director of the Child Advocacy Project to its activities. The Child Advocacy Project is one of eleven federally funded programs that are now in operation across the country. We were organized in July 1971, and we have been in operation now for about three years. We are operating in West Philadelphia in a target area from 35th street to 63rd and from north of Market to City Line Avenue. We organized a child advocacy council composed of residents of that particular target area. We have organized a program component of about five sections dealing with education, welfare, youth activities, civil rights and handicapped children. We are very concerned about the problems that are confronting children and young people today. And we are concerned about the role that the public media has to play in exploring some of these problems. I just want to go into some of the details of some of the activities that we have been concerned with over the past three years. One major activity that we have been involved in has been a class action suit that we filed against the Commonwealth of Pennsylvania, on behalf of the rights of children born out of wedlock. Prior to the filing of that suit, we conducted several public hearings. The first one was conducted within the target area and we received very little media focus. The second one was conducted at the Philadelphia National Bank Building. With the help of the Philadelphia Urban League we secured a conference room there and with the help of the prestige of the Philadelphia Urban League we secured the interest of the public media. We had all the TV stations there, 10, 3, 6 and all the newspapers and some radio stations. But we were only on for a very fleeting moment that day. We reached a number of people and we exposed a problem a number of people did not know anything about, that children were affected and being discriminated against by the state. Now we are dealing with state officials and they have agreed that we certainly have a legitimate grievance and they are agreeing to most of our claims. The only other major area that we have to explore now is the area of inheritance to these children. The state has agreed that the problem of illegitimacy on birth certificates which is being noted now, will be removed. They agreed that workmen's compensation benefits will be given to these children. It was agreed that the tax rate of inheritance where these children are taxed at the rate of 15%, where legitimate children are taxed at the rate of 5% will no longer be. Another area of concern to us in our target area is the concern of child abuse. We know that the city was mandated to handle this problem and we know that they have a child protection service available but many times this child protection service only comes into existence after a child has been injured. We are concerned about the problems of prevention and as a project we have explored this area of concern and we found that a gap in service does exist

and we have developed a proposal which we are presenting to the various agencies so that they can put this proposal into existence. These are some of the problems that we are concerned about and some of the problems that we feel that public broadcasting should expose so that the community has more knowledge and will give more support to eliminating some of the evils confronting these children. We know that your resources are limited. We know that you have problems of financing. We know that you are bringing to the whole Philadelphia area and the Pennsylvania area many cultural and educational programs but we feel that you still have to deal with some of these unpleasant things -- some of the problems facing children's lives, their health and may even result in death. We have also worked with young people. We are concerned about youth leadership and an alternative to gang warfare. We have a Youth Action Council of the Urban League, YACUL, as it is more commonly known and they were engaged in a very constructive activity during the teachers strike. These people got together, organized themselves, and got community centers throughout the city to commit themselves to establishing alternate learning centers. They got teachers to teach in those centers and where they did not get enough teachers, they taught themselves and they learned a very invaluable lesson in education. We have quite a bit of exposure through the Philadelphia newspapers but we do not get as much exposure as we feel we should have gotten from the television news media. Now these are some of the problems that we have experienced. During the public hearings we got a lot of exposure. Since that time we have gotten none. We did have a program on one of the other television channels -- a half hour program -- which was beamed to the Philadelphia area and as a result of that program a number of other people found out about the problems of children born out of wedlock. We think that this kind of public education and exposure should receive a greater degree of support by stations as WHY- TV, Channel 12, and that is about all that I would like to say at this point but I certainly would be glad to answer any question that you might have.

Question:

I probably should have asked this of each witness. There is nothing very special about this that it should be aimed at you but I was wondering as I hear each witness today, bearing in mind that Channel 12, even like other television stations has a problem not only with funding but with audience. When we hear special appeals I imagine, Warren, tell me if I am wrong, one must worry occasionally how small a segment of the population it might be reaching. Now in a case of this kind for example, if you knew something was going to be on public television -- since communication is a full circle -- a two way street, would you people have the time to let everyone in the neighborhood know that it was going to be on that night and we could sort of publicize one another that way.

Mr. Miller:

Well, one of the things that we do within our project is if anything is going to be on that we feel people should know about we see our own communication system to notify our constituents. We have a limited means -- but we do get out to as many people as possible. They are aware of what is going on.

Question:

Mr. Miller, a point that I thought Mr. Grant was going to get to -- I don't think our criteria has ever been a specialized audience in terms of numbers. One of our problems of course is the response to many, many, many requests -- such as yours. Very legitimate and needs public awareness but it is almost a matter of time -- and I am not going to beg it on money -- we have a program called Take 12. I hope you have seen it on occasion. This is an excellent opportunity we think for these kinds of precise areas of concern to be brought up to our audience and hope that that kind of exposure would be helpful. As you can well imagine trying to respond to the various needs, and all quite legitimate, is part of our frustration. I would suggest that you get in contact with our programming department.

Mr. Berman:

Mr. Miller you added another constituency to public broadcasting's interests and we appreciate your bringing this to our attention. Our next witness this evening, Mr. Carl Dahlgren, Secretary, Philadelphia Area Consumer Organization. Mr. Dahlgren.

Mr. Dahlgren:

Mr. Chairman and members of the Commission, just a few brief comments. My general philosophy is that people will improve as people watch television less because I think it is part of the spectator syndrome that our country is in but I will join others that have preceded me in praising Channel 12. When people do watch television I would think that for the most part, they could stand an improvement by watching Channel 12. I would like to add my support to comments the others made about the exposure of government, as a representative of a consumer organization, in addition to exposing the activities of local government, city council, etc. I would like to see more exposure on the part of the regulatory bodies, like the Milk Control Board and Public Utilities Commission, Department of Transportation Board, etc. Since there are so many things to talk about I have zeroed in on one, I would like to simply add my support to many that have preceded here, but this program I feel is a good example of what is wrong with public television. Participants are given three minutes to deliver a prepared statement. We must hold the interest of viewers through the sole source of our arguments while parallel commercial TV is letting out all stops. Content is very important and here the public network leads. The format and pizzazz have got to be there also. Television has some serious limitations. Viewers cannot engage in discussion. Looking at the picture even on the large screen requires some kind of tunnel vision. It does however combine visual and audio sensations, exciting when well used, complete waste when only partly used. We are treated to

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an endless succession of people in swivel chairs going to and fro around a low table while the host says "tell us what your agency does" or "I understand an amusing incident happened at your place, will you tell us about it?" Along with all this excitement a guest will sometimes hold up a photo for the cameraman poorly lit and shaking, the cameraman triesto get it in focus. As it is almost in view it is layed down. A little advanced planning can of course handle this and that is a really simple and trival thing but I think it speaks to a larger issue. It is no secret but it needs repeating that still photos, drawings, color slides, props and best of all color films or video tapes to supplement a deadly studio format tends to exploit the medium as it should be. Any program that can be handled equally well on radio should not be on TV because it is a waste of precious energy and now that comes into sharper focus. TV was born and the need was felt to exploit the visual aspect and you had an epidemic of dancing, funny hats, pies in the face and a general frenzy. It was very remininscent of early pictures. Now performers are more relaxed and put their audiences to sleep while they verge on sleep themselves. This brings me to my point, we need greater public access to TV, urgent consumer and citizen issues abound, and there are many articulate people out there individually and in groups who need to be heard occasionally. They are called upon to participate in a panel or a forum and often as not, it is that deadly format of talk, talk, swivel and talk. Now all TV studios employ professionals, they can use new ideas but on the whole they are highly skilled in their craft. With all their skills they sometimes lay an egg, but how much more likely is it that the average citizen is going to make a poor showing. Because of inadequate preparation the message gets lost as the viewer is distracted by incidentals. TV is a better than average medium of communication if fully exploited. Individual citizens cannot turn in a smooth performance if just shoved in front of the camera and handed a microphone. We need professional help. Public TV needs to train citizens in getting their messsage across. Ideas and good causes, poorly presented would be better served if never exposed. Public TV needs more viewers. I don't ever see public TV becoming a mass vehicle but the best content is kind of meaningless if no one is watching or even if only a select group is watching. Viewers must be attracted by superior programming. I think that has been accomplished already in the area of the arts. A real job now needs to be done on civic issues which are pretty dull fare unless exceptionally well presented. That is the end of my statement. I would be happy to entertain questions.

Mr. Berman:

I think your comments brought us into a little different focus. We got a look at ourself and I think it was very interesting. I would like to ask if you have any questions.

Question:

Well, I don't know if this would be a question or not but I enjoyed the presentation. I must agree with about 95% of what was said but I hate to let generalizations go by and I understand that we are not to be defensive here today. I hateto letgeneralizations go by without pointing out that there have been times when public television has been absolutely

the best and as far as the Watergate hearings are concerned, the coverage was just far superior particularly without all the commercial interruptions that it should have had all the audience whether it did or not. I was a participant in a program many years ago here on Channel 12, in which all they had to work with regarding real literature was the original illustrations in the book but the skilled camerawork actually brought them alive by panning around at various angles and producing different depths. So I guess what happens is that a lot of those young skilled people go on to commercial television. I am sure that much of what is good about television was born right here. And with continued financial support it will probably continue to be born here.

Question:

Did you hear Mr. Shuttleworth's presentation because he talked about the technique. I don't know whether you heard it but I think he also talked to the prospect of improving the technique which is what you are saying also.

Mr. Dahlgren:

Part of what I am suggesting costs money but I think as Mr. Grant said there are a lot of things that can be done. Even if it means sometimes cutting pictures from a magazine and setting them up on an easel.

Question:

Gentlemen, I won't get involved in copyright but many times the substance suggests the form. The Philadelphia School Board Meeting done gavel to gavel isn't produced, it is observed and nothing is more exciting than that. Many times when you have people who speak informally if not well, we are constantly talking about the people and many times we are not talking to the people. The form is a conditioned reflect of people who have watched commercial broadcasting for many years. I don't beg the quality of production, I am simply saying that there are many determinations here on what does the event or the substance suggest in form to make it the greatest attraction. You can subvert substance by making it so attractive that people are more concerned about the production than the substance.

Mr. Dahlgren:

I think when you have a number of channels that are spending millions of dollars against your thousand that you are in competition and content alone will not do it. I am appalled the morning after when I talk to people about the good things that I have seen on Channel 12 to find how few people saw them. Now even the school board, I think if they are discussing Second and Luzerne, it wouldn't cost much to put on some pictures of the scene while they are talking about it or something like that.

Question:

If we knew exactly what they were going to say the next moment, Mr. Dahlgren.

Mr. Dahlgren:
Pordan me.

Question:

Broadcasting is a complicated business. We don't know what a person is going to say next about which area.

Mr. Berman:

I think you have given us some more food for thought. And some good testimony for us to work on in our deliberation. I thank you for joining us this evening. Our next witness is Mr. Daniel P. Noonan, Director of Public Relations for the Greater Philadelphia Chamber of Commerce and the Pennsylvania New Jersey Delaware Corporation.

Mr. Noonan:

Members of the Commission, thank you very much. I appear before you as a representative of my business communication of eleven county greater Philadelphia which is also known as Pennjerdel Region in the Delaware Valley, depending upon which audience is addressing you. Briefly we would like to see additional programming related directly to economics in the business community. In saying that I point out that the vast majority of people, 9 out of 10, are employed by private industry. Those who work for the government or non-profit organizations earn their livelihood indirectly through the economic base for taxes, wages, and salaries provided by industry. These statements are not as self serving as they might appear. They are simply a recitation of facts that call for as much economic information and education that is practical to offer on public television. Economic information is important to everyone regardless of their walk of life because every worthwhile activity that you can think of in business requires money. That is a fact of life that we find is forgotten by those who are doing such wonderful work but simply do not understand that there has to be a source of that money; that there has to be an economic base to produce the money and produce the good work hopefully. The only places money comes from obviously is through taxes, contributions. Wages and salaries made possible by profit making businesses on which the entire economy rests. We at the Chamber and Pennjerdel and I would like to say at this point that Pennjerdel does mean Pennsylvania, Jersey, Delaware, covers eleven counties; Bucks, Chester, Delaware, Montgomery in Philadelphia, Pennsylvania; and in New Jersey, Burlington, Camden, Gloucester, Mercer and Salem; and in the state of Delaware, New Castle. As I was saying before, economic information is important to everyone regardless of their walk of life because every worthwhile activity you can think of in addition to business requires money. The only place that money comes from is taxes, contributions and wages and salaries made by the profit making industry on which the entire economy rests. We at the Chamber and the Pennjerdel Corporation would like an opportunity to speak more often to your audience to provide the direct input to help achieve our objective of economic education. We sincerely believe that we can readily relate business interests directly to the interests of your average listener. It is only fair to add we may not have been as aggressive as maybe we should have been in the past in seeking such opportunities on Channel 12. We hope to correct that in the future

and I should for the record at least, indicate that we have been invited to take part in your program "Take 12" and we will most enthusiastically. Some subjects you may wish to accommodate in your programming, with or without formal participation of business, represents, money management, how a competitive enterprise works, relationship of business and the community, business and culture, practical civics, how to look for a job, the basic elements of running a business. We believe that those subjects can be made as attractive or attractive enough to hold a sizable portion of your audience at any given point. Now we recognize that obtaining balance in programming is necessary if you want to hold your audience; we also know that the economic theory in practice generates a host of opposing view. We know that. You know it and you will also know that you will never satisfy everybody. You will never satisfy everybody that you have gotten their point of view across but if you constantly face up to the challenge of doing so and I believe you are, you will get as near a balance as one can hope to achieve. A program that has special appeal to some of us because of its format, is a program called the Advocates, which originates in Boston in a court room like setting and with attorneys representing and counselling those espousing various points of view right on camera. It seems to us that the various facets of a given issue tend to get their share of attention to quote the gentlemen who preceded me, more than the "swivel chair" approach. We suggest a closer look at borrowing the best of that format for local programming. We laud, praise the fact that these hearings are being held. I believe the first of their kind on television in this state and perhaps in the country. They demonstrate that you members of the commission and your staff really want to know all of the views that are available in developing your programming and with the fact that there are only so many hours in the day. Finally we would urge you and your staff to continue the creativity that you have displayed that will attract and hold audiences and ultimately the public interest. Thank you very much.

Question:

I guess I was derelict in not saying this earlier to other witnesses--tomorrow evening on a statewide basis will be the Pennsylvania Town Meeting which will have live town meetings interconnected with each PPTN station sharing views on a subject of more than passing interest and that is the energy crisis, as it effects the average consumer and business and all of our society. So, this is an example, I think sir, of how the network operates creatively, in terms of the people speaking about the things that effect their lives and I hope you will be looking in tomorrow night.

Mr. Noonan:

I will. I assume there will be business interests on that program.

Question:

I assure you that there will be. All voices are to be heard, on a true town meeting.

Mr. Berman:

I want to thank you, Mr. Noonan, for your presentation. As I said to other witnesses, you add another dimension to our hearings which are very helpful because we will represent all of the people and all of the interests.

Our next witness is Joseph J. Hill.

Mr. Hill:

Thank you very much. This is an opportunity which an interested citizen such as myself rarely has. I want to make several remarks and hopefully set you off on a new mission of at least one half hour weekly if possible. My enjoyment of television and Channel 12 is spasmodic, I am a frustrated cook and Julia Child is a fascination to behold. My children are mesmerized by the children's programs and they have learned more there than I think they could ever learn in school. I want to encourage this kind of thing to continue with all speed. I am very concerned that today, in this particular age, the economic decisions that are made in the nation require a longer time span to take effect than the political realities permit. And this is a very key point, it means that normal economic decision making can no longer run full bent to do what it is supposed to do. In the federal government for instance, if it is required that the economy should be steamed up a little, before that has a chance to get moving there may be some short term requirement that requires a politician to make another decision which slows it down again, etc. I think one of the main reasons for this is the general public is almost completely ignorant as to the meaning of the word economics. Economics is not really taught in our educational system until the college level and the vast proportion of our nation does not go to college. We read monthly about the consumer price index. How many of us really know what the consumer price index is, how it is constructed, what it means to all our lives and the influence upon our lives. It seems to me that it is incredible that we read something in the press and never really have an opportunity to know what it means. We absorb it, we react to it, but we do not know what it means. The Bureau of Labor Statistics publishes a book monthly which is a half of an inch thick full of nothing but economics and statistics. It is read by a very small select part of the population which is probably a good thing but it has an incredible effect on our lives. Some of those statistics are questioned by very well known economists but in any event, we as a public never get a chance to see what is behind the vast, vast, amount of information that has an incredible ability to control our lives. How are jobs created? What is the flow of information and the flow of economic power that permits a job to be created? And the energy crisis, we are all looking around grabbing at straws, to figure out what is what. No one has really presented a point of view that is of importance. I am fascinated that there is going to be a program tomorrow night that might put some reality into this. But at the same time, up until this point, there has been none. No one has discussed refining capacity; no one has discussed the fact that no refineries have been built for at least five years or longer; why? What are the economic realities

that have permitted this to happen? So and so forth. I would like to recommend that public television, hopefully Channel 12, could take the lead, could produce a half hour economic program weekly. I would also like to suggest that lectures differ on a week to week basis and only the top economic names in the nation be used to do this. I think that all the techniques, subtle and otherwise that are employed to teach the children on "Sesame Street" should be employed in a program like this because they have proven to be successful and I think we would benefit by this approach. It is very important that a balanced group of men and women be used. Economics is not a perfect science. There are very controversial opinions on both sides of the major questions and I would like to urge that both the conservative and liberal sides be utilized in this program. I think this would be a magnificent use of the medium. I think that all of us would greatly benefit by such an approach.

Question:

Can I ask the gentleman what he thinks of "Washington Week in Review"?

Mr. Hill:

Fascinating. Also the stock market program is a good one and it can only appear on public television.

Question:

I meant "Wallstreet Week."

Mr. Hill:

That program could not be advertised. Commercial television could not put it on.

Mr. Berman:

You spoke from the platform as being an interested citizen, I could easily have billed you "Chamber of Commerce," in your approach to what people ought to know, a lot of things that would help them know more of the way to have a better life than they have now. I can understand your approach but an interested citizen usually has a different approach. I assume that you are a business man.

Mr. Hill:

I am. But I do not want that to sell my view. I am more interested in how a good knowledge of what I read and a good background information to interpret what I read. We do not have that in the economic field. We don't get it. We get the facts presented, a point of view presented but we don't have enough background ourselves to interpret it and that is what bothers me.

Mr. Berman:

We want to thank you for your presentation, Mr. Hill.

Question:

Mr. Chairman, before Mr. Hill leaves, I think he puts into practice his economic concerns and that he helps Channel 12 enormously in a variety of ways, he is a loyal telephone volunteer and knows all

about the market place.

Mr. Berman:

Mr. Kraetzer insists upon becoming provincial.

Our next witness is Mr. Richard L. Olanoff, Executive Director of Inmate Services for the Philadelphia Prisons. Mr. Olanoff.

Mr. Olanoff:

Thank you very much for the opportunity to be here with you. On behalf of the Philadelphia Prison System, our superintendent who wanted to be here had to be out of town and on that basis I am filling his very worthy shoes. I do want to say within the three minute limit that essentially we in the prison system, the Philadelphia prison system, probably have the same kinds of needs of the television component as the whole prison system throughout the state has. I don't know if representatives from other areas have spoken and I don't feel that I can speak for them, but I do feel that what I have to say is similar. From our position the prison administration here in Philadelphia would welcome the kind of programming support that would provide the furthering of the education of the general public as to the role of prisons in our society, a sense of what our criminal justice system is all about because we are concerned that there is a dismal ignorance on the point of the public in these areas. And with that ignorance grow the problems that we face. Unquestionably in the past the prisons have been kind of swept under the rug and it is only within recent years that we begin to see an awareness on the part of the Supreme Court and our legislatures and our governing bodies and our executives that we must come to grips with the prison problems and to that end communication and education is of vital support and it is no accident that with this background, the abilities of the prison systems themselves to have the resources, to have the funds for a public education fund are going to be severely limited. To that end therefore our strongest single recommendation would be public education posture that would present what prisons are, what they could be and how the public can get into the act. The last point of course, is probably the most important because we are terribly dependent upon community support and involvement. In our Philadelphia prisons for example we have an office of volunteers and we have wonderful dedicated citizens who on their own time, without pay come up and get involved in helping us to do our work, in trying to give counselling and give support in helping the prisoner to return to society. In addition of course, our desire for communication points to the growing capability that we have in our prisons for expanded programs of inmate services, programs that now include such things as kinds of drug deintoxication programs to alleviate the immediate problem facing some of the residents involved with addictive drugs. Vocational training programs and the corollary counselling job placement activities upon release. Educational programs at the high school level, at the college level. These are the kinds of programs that have meaning, that turn what was once a simple custodial function into a genuine correctional and rehabilitative function, which it

ought to be and must be if we are to perform our role and in fact earn our monies that are paid by the citizens of our community. This then represents the one broad avenue that I did want to pass along as a primary need. There is a second need and I touch on it just briefly because it moves outside the area of programming but we happen to be very fortunate in Philadelphia prison system in that we have been able to set up a closed circuit television system operated primarily by our residents who have acquired the technical and the programmatic skills and run their own system and to that end, we come begging for something in addition to program support and that is when it is possible and I know that I am coming to people who are hard pressed themselves, but when it is possible, technical assistance that might point the way to our being able to do more with our resources and finally the opportunity to borrow tapes of programs that might be of special interest to our prison population. By borrowing the tapes we could put them on our system and gain the additional experience and return the tape. I know that is important. So, I will stop there and simply say, thanks for the chance to come up and speak briefly on this subject.

Question:

Perhaps I can turn this into a question, Dick are most of the people who would participate in such a program as articulate as you are and can sit there and ad lib a beautiful three minutes without...

Mr. Olanoff:

You know I am going to have to watch this program because it is not what is written down here.

Question:

I noticed that and in regard to what the other people have said about technique, you did not swivel once, and ...

Mr. Olanoff:

I am very fortunate Taylor and you may know, I bring to my present assignment in the prison system, quite a checked background, it includes public relations, advertising and a stint in the public or the city representative's office, so at least, talking is easy and I have learned to put the content into it and. . .

Question:

It is a very worthy cause and we are very lucky to have you behind it.

Question:

I would suspect that not only have there been programs such as you suggest, done by other stations within the Pennsylvania Network, Mr. Leonard could tell us better about that. I also suspect that the engineering staffs of the various stations, the network headquarters, and the availability of and clearing of tapes for closed circuit is not a monumental problem. I think we could be helpful in this kind of endeavor.

Mr. Olanoff:

You have already blazed some trails in the area of program content but of course, there isn't enough of that. By the way, as one of your earlier witnesses said, in the area of technique, we might be able to explore that with you in terms of program content that our residents could devise and produce on their own, going with the idea of spontaneity and first hand observation might make for some very exciting content.

Mr. Berman:

Mr. Olanoff, you bring another public that public broadcasting can serve and I gather that you feel that we can help in disseminating information but also programs for this particular public that you are concerned with. We thank you for joining us and giving us your testimony.

Mr. Kraetzer:

For the last several hours you have listened to "The People Look at the Pennsylvania Public Television Network." Those of you who have watched all of this have heard from a broad representation of spokesmen for a variety of community concerns and needs. We are hopeful of course, that across the state and six other stations like Channel 12, we have learned a great deal about the priority of needs of all the stations in the Commonwealth and through that evidence and documentation will be able to persuade the legislature and the Governor that these are the kind of things that you want for you and your families. Again may I urge that you as a Channel 12 viewer, look in either the Daily News and the Inquirer or the Bulletin on your television pages, there is a PPTN Questionnaire. Fill it out and send us your views. We need to hear from you, the people, it is the People's Business. You are the taxpayers. We get appropriations from the state. If you do not have a paper handy write us a letter or write Channel 12, 46th and Market Streets for a questionnaire.

- END -

APPENDIX II

DETAIL ON PROPOSED PROGRAMMING

This list of proposed programs includes the number of programs per year, the length of each program, per program cost projections and annual cost projections. The cost projections are based on average costs for similar types of programs produced in the past and are subject to adjustment when detailed program formats and production details are developed.

Pennsylvania Town Meeting

A seven-city interconnected and simultaneous program, this series provides monthly analysis, debate and discussion of major statewide issues. Experts, officials and concerned citizens join in this state-wide town meeting.

Number of programs per year:	12	Length:	150 minutes
Projected per program cost:	\$50,000	Annual:	\$600,000

Face The People

Interested citizens join the press in questioning Commonwealth leaders -- government officials, business and labor leaders, legislators, and other decision makers -- on this series. Candidates for statewide office also 'Face the People' during primary and general election campaigns.

Number of programs per year:	52	Length:	30 minutes
Projected per program cost:	\$4,000	Annual:	\$208,000

Local Issue

Many seemingly local issues have statewide impact -- from school board meetings to land-use hearings. Pennsylvania's public television stations cover these events for local telecast and provide reports on the network for selected issues and events.

Number of programs per year:	70	Length:	120 minutes
Projected per program cost:	\$4,000	Annual:	\$280,000

Pennsylvania Performance

Outstanding dramatic and musical performances featuring talent from the Commonwealth will be presented in the most effective way possible on television.

Number of programs per year:	20	Length:	90 to 120 minutes
Projected per program cost:	\$40,000	Annual:	\$800,000

Pennsylvania Artists

Artists and their work will be documented, including their lives, how they work and the works they produce.

Number of programs per year:	13	Length:	30 minutes
Projected per program cost:	\$10,000	Annual:	\$130,000

Pennsylvania Craftsmen

Leading craftspersons in various fields will show viewers how they do it and demonstrate their own particular techniques and results.

Number of programs per year:	13	Length:	30 minutes
Projected per program cost:	\$8,000	Annual:	\$104,000

The Arts in Pennsylvania

This series of programs will examine the state of the arts in Pennsylvania -- their quality, financial health and future hopes.

Number of programs per year:	3	Length:	60 minutes
Projected per program cost:	\$12,000	Annual:	\$36,000

High School Sports

The network would provide coverage of championship events in all sports on a regular basis.

Number of programs per year:	15	Length:	120 minutes
Projected per program cost:	\$10,000	Annual:	\$150,000

Program Development

A project would be undertaken to determine the unique needs of youth in Pennsylvania and find ways for public television to serve them.

Estimated project cost:	\$20,000
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Harrisburg Week in Review

This weekly series analyzes major legislation under consideration, new laws passed, executive actions, and what they all mean to the public.

Number of programs per year:	52	Length:	30 minutes
Projected per program cost:	\$5,000	Annual:	\$260,000

Taxes and Services

This series of documentary programs looks at services provided through governmental funding -- from filling potholes to caring for the mentally ill -- and how the money is raised through taxes and distributed for services, statewide and locally.

Number of programs per year:	39	Length:	30 minutes
Projected per program cost:	\$10,000	Annual:	\$390,000

Hearings and Investigations

These are on-the-scene telecasts of legislative and administrative hearings on major legislation or issues. Some are broadcast live and others are recorded for evening playback.

Number of programs per year:	12	Length:	30 to 120 minutes
Projected per program cost:	\$5,000	Annual:	\$60,000

Health Follow-up

These are locally-oriented programs designed to capitalize on the interest generated by major national programs on health problems. "VD Blues" and "The Killers" set the pattern in recent years and next year a new major national health series will be on PBS.

Number of programs per year:	26	Length:	30 minutes
Projected per program cost:	\$7,000	Annual:	\$182,000

The Consumer Game

Information on how to cook low-cost foods and how to finance a house and basic legal information for the consumer is presented in a practical fashion with timely facts.

Number of programs per year:	39	Length:	30 minutes
Projected per program cost:	\$10,000	Annual:	\$390,000

College Courses

This series to be done cooperatively with the Department of Education and the colleges and universities of the Commonwealth will make higher education available wherever people are, for credit and non-credit viewing. The Commission proposes to provide some production funding to get this service started.

Number of programs per year:	25	Length:	60 minutes
Projected per program cost:	\$5,000	Annual:	\$125,000

Pennsylvania Outdoors

This series about the great recreational resources in the state would be produced in cooperation with various agencies and organizations providing such services in the Commonwealth.

Number of programs per year:	39	Length:	30 minutes
Projected per program cost:	\$10,000	Annual:	\$390,000

Pennsylvania Biography

This is a series of historical-biographical dramas about the people who made an impact on the Commonwealth and its development.

Number of programs per year:	20	Length:	30 minutes
Projected per program cost:	\$40,000	Annual:	\$800,000

The Ethnic Mix

A documentary series of programs about the various ethnic groups making up our people is produced to show their heritage, customs, languages and contributions to the Commonwealth.

Number of Programs per year:	39	Length:	30 minutes
Projected per program cost:	\$15,000	Annual:	\$585,000

Pennsylvania Bicentennial

A special program series would be produced over the next three years. It would be capped with special coverage of all major events in the 1976 celebration.

Number of programs per year:	3	Length:	90 minutes
Projected per program cost:	\$40,000	Annual:	\$120,000

Speeches, Responses

Coverage of 'State of the State' and budget messages delivered by the Governor to the General Assembly and similar events require on-the-spot programming. Responses can generally be included within ongoing series, but might be specially scheduled.

Number of programs per year:	6	Length:	30 minutes
Projected per program cost:	\$4,000	Annual	\$24,000

Commonwealth Magazine

This series includes features from all parts of the state, designed to give a broad picture of what people across the Commonwealth are doing, thinking about, and expressing concern over. Regular features, such as an arts calendar of events and the latest tips on best food buys, can also be included.

Number of programs per year:	40	Length:	60 minutes
Projected per program cost:	\$40,000	Annual:	\$1,600,000

Specials

Special programs are produced to take advantage of events and needs as they come up during the year -- if they don't fit naturally into another ongoing series or if they deserve special attention.

Number of programs per year:	3	Length:	90 minutes
Projected per program cost:	\$30,000	Annual:	\$90,000

Acquisitions

Programs produced by a variety of suppliers in Pennsylvania or elsewhere may serve specific needs of Commonwealth citizens. Such acquisitions are usually less costly than original productions because a number of other users are also supporting them.

Number of programs per year:	60	Length:	60 minutes
Projected per program cost:	\$2,000	Annual:	\$120,000

SUMMARY

Number of Program Series	23
Total number of hours of programming	500
Total program cost (projected)	\$7,464,000
Average cost per hour of programming	\$ 14,928

Summary of Hourly Programming Costs, Previous Years1972-1973

Number of program series	1
Total number of hours of programming	30
Total program cost	\$368,319
Average cost per hour of programming	\$ 12,277

1973-1974

Number of program series	2
Total number of hours of programming	26
Total program cost (projected)	\$410,000
Average cost per hour of programming	\$ 14,643

National (Public Broadcasting Service) Programming Costs1972-1973

Cultural Programming Cost Per Hour	\$28,500
Public Affairs Programming Cost Per Hour	\$19,500
Educational Programming Cost Per Hour	\$48,000
Average Cost Per Hour of Programming	\$29,900

1974-1975

Projected 'Program Catalogue Selections' Service

Average Cost Per Hour of Programming	\$43,636
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PROGRAM COSTING GUIDELINES

PENNSYLVANIA PUBLIC TELEVISION STATIONS

I. Purpose of Program Costing

Program costs consist of charges for external resources (out-of-pocket costs for talent and other services) plus the use of internal resources (station facilities and personnel). External resources are charged to programs at the invoice cost paid to outside vendors, and internal resources are charged to programs via a rate schedule which represents the actual cost to the station of providing the resources. Rate schedules and costing programs are developed and utilized for two basic reasons:

- A. Program costing is used to plan the utilization of resources and control of resources within the station.
- B. Programs are budgeted and costed in a consistent, equitable manner to allow funders to make decisions as to program purchases, and the program costing must allow each station to identify and recover its costs of producing each program.

The purpose of these guidelines is to develop uniformity among the stations in the manner in which they calculate program costs and insure that the program costs are fairly recovered by each station.

II. Elements of Program Costs

- A. External Costs - Includes all out-of-pocket costs incurred directly for a program and are charged at the invoiced cost.
- B. Internal Costs - Includes all manpower and facilities resources directly used in program production. These costs are applied to programs based on a rate for each resource. Costs included in the rate are Manpower, Facilities, Depreciation and Occupancy.
- C. Production Overhead - Includes production and administrative overhead costs which cannot be directly applied to each program on a direct utilization basis. This is allocated to programs as a % of internal costs.
- D. G & A - Includes general and administrative costs related to station operations which are not included in Indirect Costs or Production Overhead. G & A is allocated to programs as a % of internal and external costs.

III. Elements Excluded from Program Recovery

Fund raising, transmission and promotion. Promotion costs are allowed on specific programming but are contracted for separately.

No. 329

III: 1

AN ACT

SB 1685

Providing for the growth and development of noncommercial educational television; creating the Pennsylvania Public Television Network Commission as an independent commission and defining its powers and duties.

The General Assembly of the Commonwealth of Pennsylvania hereby enacts as follows:

Section 1. Declaration of Public Policy.—The General Assembly hereby declares that it is in the public interest of the Commonwealth to encourage and develop the growth of noncommercial educational television broadcasting, including the use of such media for instructional purposes; that the expansion and development of noncommercial educational television broadcasting and its programming diversity depend on freedom, imagination and initiative; that it furthers the general welfare to encourage such programming which will be responsive to the interests of people throughout the Commonwealth and which will constitute an expression of diversity and excellence; that it is necessary and appropriate for the State government to complement, assist and support a policy that will most effectively make noncommercial educational television service available to the people of the Commonwealth; and that an independent commission should be created to facilitate the development of educational television broadcasting and to afford maximum protection from extraneous interference and control.

Section 2. Creation of Commission.—There is hereby created the Pennsylvania Public Television Network Commission, hereinafter referred to as “commission,” as an independent commission with powers to encourage the growth and development of noncommercial television broadcasting and programming. Such commission shall consist of twenty-two commissioners, who shall be appointed or designated as follows: The Governor shall appoint six members, by and with the advice and consent of the Senate for a term of six years, who shall be selected so as to provide a broad representation as nearly as practicable, of various professions and occupations and various kinds of talent and experience appropriate to the functions and responsibilities of the commission. The Governor shall also appoint a representative of private education and a representative of public education and shall designate the chairman of the commission.

The following shall be ex officio members of the commission: the Superintendent of Public Instruction or his nominee; the chairman of the Pennsylvania Council on the Arts; the chairman of the Network Operations Committee; and a member from each of the seven governing boards of public television station licensees serving the Commonwealth.

The President Pro Tempore of the Senate, the Minority Leader of

the Senate, the Speaker of the House and the Minority Leader of the House shall each appoint one member of their respective Chambers and insure that there is majority and minority party representation.

Such commissioners shall receive no salary but shall be reimbursed for expenses incurred in the performance of their official duties. The commission shall appoint such deputies, secretaries, officers as it may deem necessary, and shall perform all things necessary and proper, consistent with the powers and duties imposed upon it by this act.

Such commission shall, annually, make a full report to the Governor and the General Assembly as soon as possible after the close of each fiscal year, and make such other reports at such intervals as it deems necessary and advisable.

Section 3. Powers and Duties of the Pennsylvania Public Television Network Commission.—The powers and duties of the commission shall include, but not be limited to, the following:

(1) To assist, develop and support a statewide policy to encourage the growth and development of a dynamic, free and effective public television service;

(2) To make grants to public television stations serving Pennsylvania to aid in the improvement of their broadcast operations, programming, and capital facilities;

(3) To establish and develop and operate, on behalf of the Commonwealth, a public television network system interconnecting all non-commercial television stations serving Pennsylvania;

(4) To insure the diversity of programming to allow for freedom, imagination, objectivity and initiative on both the State and local level and to insure that the networks shall not be misused for political or other propaganda purposes contrary to the Federal Constitution or the Constitution of the Commonwealth of Pennsylvania;

(5) To apply for, receive and distribute Federal funds, State funds and public or private funds from any source whatsoever, and to serve as a coordination agency in connection with those funds which are available through the Federal Public Broadcasting Act of 1967 and other Federal legislation now or hereinafter enacted;

(6) To enter into contracts, leases and other arrangements to own and operate interconnection and switching facilities and equipment pertinent to a statewide network and to apply to the Federal Communications Commission and other Federal agencies for such licenses necessary to operate and maintain such a network;

(7) To contract with or make plans with other agencies or individuals to program productions and otherwise to procure educational and public television programs for distribution to the noncommercial educational television network;

(8) To conduct research, demonstration and training activities in matters relating to noncommercial educational and public television broadcasting;

(9) To establish and maintain a library and archives for programs and related materials and to develop and promote public awareness of

and disseminate information concerning noncommercial educational and public television; and

(10) To do all things necessary and proper to effectuate the provisions of this act which are not inconsistent with law, and to promulgate rules and regulations relative thereto.

Section 4. Contracts.—All contracts or purchases made by the commission involving the expenditure of over one thousand five hundred dollars (\$1,500), except those involving personal services or items that can only be obtained from one source, shall be in writing, awarded on the basis of competitive bidding and shall be made only after notice of the proposed contract or purchase is published in at least twelve newspapers, as the commission shall determine will be sufficient to ensure distribution of the notice throughout the Commonwealth, at least twenty days before the letting of the contract or purchase.

Section 5. Effective Date.—This act shall take effect immediately.

APPROVED—The 20th day of November, A. D. 1968.

RAYMOND P. SHAFER

The foregoing is a true and correct copy of Act of the General Assembly No. 329.

A handwritten signature in dark ink, appearing to read "Louis J. Kelly II". The signature is fluid and cursive, with the first and last names being more prominent.

Secretary of the Commonwealth.

APPENDIX IV

A. PTV IN U.S. RECEIVES LESS SUPPORT THAN COMPARATIVE COUNTRIES.

<u>Country</u>	<u>Type</u>	<u>Funding in American Dollars</u>	<u>Per Capita Expenditures</u>
U.S. PTV	All Federal Contributions (1971)	\$ 34,087,000	\$0.17
United Kingdom	BBC Noncommercial	183,241,000 (1970-71)	3.29
Canada	CBC (1970-71) Parliamentary Grant TV	123,733,400	5.81
Japan	NHK - Noncommercial	300,000,000	2.90
U.S. Commercial TV	Network Revenues (1971)	1,487,500,000	7.32

Source: Long Range Financing Task Force
report for Public Broadcasting
---Joseph Hughes, Chairman

APPENDIX IV

B. COMPARISON OF SELECTED STATES' APPROPRIATIONS SUPPORT FOR PTV

	<u>FISCAL YEAR 1973-74</u>				
	<u>New York State</u>	<u>South Carolina</u>	<u>Maryland</u>	<u>Ohio</u>	<u>Pennsylva</u>
Total Budget	\$ 9,863,000	\$13,837,216	\$ 10,100,000	\$ 5,696,000	\$ 3,674,000
Per Capita	.54	2.35	1.54	.54	.31
Total for Network	1,276,000	5,890,035	4,500,000	2,171,000	1,672,000
Total for Station Operations	3,900,000	(See B ¹)	(See B ¹)	1,988,000	1,491,000
Range of Support to Stations	(See A ¹)	(See B ¹)	(See B ¹)	(See C ¹)	(See D ¹)
ITV Budget	1,500,000	500,000	800,000	1,100,000 (See D ⁵)	(See D ²)
Capital or Facilities	583,000	7,500,000* (See B ²)	800,000	2,213,000	1,728,000 (See D ³)
Closed Circuit, Pilot Experiment	2,800,000	None	4,000,000	None	(See D ²)
Programming	300,000	Share of Net- work Opns.	Share of Net- work Opns.	50,000	511,000
FISCAL YEAR 1974-75*	12,300,000	8,000,000	10,600,000	Biennium Appropriation (See D ⁴)	8,000,000

References:

A¹ The bulk of the money goes to station support -- by special formula.

1. Base grant of \$250,000 to each of 8 stations.
2. Dollar for dollar matching of community fund raising to a maximum of \$10,000 for each station.
3. A dollar for every two dollars of local governmental agency support.
4. A subsidy based on the difference between the regional personal income average and the statewide personal average for each household in the station's market area (i.e., Buffalo 11 cents; Binghamton 75 cents).

Comparison of Selected States' Appropriations Support for PTV (Cont'd)

References (Cont'd)

- B¹ The states of Maryland and South Carolina have developed strong network centers with either satellite stations or translator coverage, hence comparative statistics are not applicable for either amounts of individual station support or the range or limit of that support.
- B² This \$7.5 million will be used for the construction of a network educational telecommunications center. In addition, \$3.6 million was and is allocated in 1972-73 for the activation of five new satellite stations for the system. Both projects are financed by state bonds approved by the South Carolina legislature.
- C¹ Each station receives \$75,000 base grant plus 50 cents per pupil. Cincinnati exemplifies the system with 170,000 students or \$85,000 supplement, totaling \$170,000 for this general subsidy. \$5,000 is also given to each station for their own use in ITV services.
- Ohio buys all ITV programs at no cost to the individual stations and also duplicates all tapes at no cost to stations!
- There is a subsidy of \$260,000 for ITV evening programming -- \$40,000 to each station.
- D¹ Each station receives a grant of \$90,000 for station operating support, \$30,000 maintenance and \$5,000 for minority training.
- D² The Department of Education budgeted \$1,000,000 to ITV services (not channeled through PPTN). Of this, \$290,000 was allocated for programming, \$560,000 for direct grants to the stations, \$150,000 to Broadcast Councils.
- D³ The Pennsylvania stations and PPTN lease equipment. The lease expenditures are included in the network budget and station operation budget. The total is \$1.728 million.
- D⁴ ETV in Ohio operates on a biennium appropriation. Operating figures conform to the 1973-74 budget. Increases are expected in the 1975 biennium.
- D⁵ This \$1.1 million is contained in the station operation and network budgets. This breakout is to show level of ITV support. A breakdown of how this \$1.1 million is used is contained in reference C¹.

C. ANALYSIS OF STATION SUPPORT (INCOME) BY SOURCE -- 1972-73 FISCAL YEAR

<u>STATION:</u>	<u>WLVT</u>	<u>WITF</u>	<u>WQLN</u>	<u>WQED</u>	<u>WHYY</u>	<u>WVIA</u>	<u>WPSX</u>	<u>STATE TOTALS</u>
Dollar Income (add 000)	545	1179	327	2109	2071	551	1011	7793
<u>LOCAL</u>								
Schools, colleges, local government	32%	18%	0	11%	25%	30%	52%	24%
Memberships and other contributions	8%	11%	12%	24%	33%	3%	1%	18%
Auctions, other sources	8%	8%	14%	13%	21%	10%	1%	14%
Sub-total (Local)	48%	37%	26%	47%	79%	42%	54%	56%
<u>STATE</u>								
Department of Education	19%	9%	24%	4%	4%	20%	10%	9%
PPTN Commission	22%	10%	38%	6%	6%	23%	12%	11%
Sub-total (State)	41%	19%	62%	10%	10%	44%	23%	20%
<u>NATIONAL</u>								
Federal (CPB)	3%	5%	10%	5%	1%	9%	4%	5%
<u>SPECIAL PROJECTS</u>								
Production Services	8%	39%	2%	37%	10%	5%	20%	19%
WLVT-TV, Allentown/Bethlehem								
WITF-TV, Hershey								
WQLN-TV, Erie								
WHYY-TV, Philadelphia								
WQED-TV, Pittsburgh								
WVIA-TV, Scranton/Wilkes-Barre								
WPSX-TV, University Park								

APPENDIX V

PENNSYLVANIA PUBLIC TELEVISION

ETV/ITV QUESTIONNAIRE

INTRODUCTION

According to a recent report published by the Ford Foundation regarding the use of instructional technology in education, there are certain conditions necessary for the successful implementation of television in the classroom.

In order for the potential to be realized:

A recognized and generally agreed upon need must exist;

A desire to meet the need and to do it through the use of instructional technology must pervade;

A purpose must guide and be articulated;

A structure should exist which makes success possible, or at least does not, in advance, assure failure;

Leadership must be exerted at the right level of authority, responsibility and control;

A mechanism for measurement, for evaluation of the experience, must be included;

Adequate resources must be provided at the beginning and for the duration of the project.

To define some of these conditions as they exist in Pennsylvania education, and in particular to identify areas of concern in the use of television, the PPTNC statewide ITV Advisory Committee members are being surveyed for their opinions on the successes, limitations, potential solutions and hopes for the future of television in the classrooms of Pennsylvania.

Your answers to this questionnaire will be collated without prejudicial interaction among committee members and reported in a chapter of a PPTNC long range study as an indication of the concerns expressed.

It is hoped that this survey will provide a direction for future deliberation and action toward the improvement of instructional television's impact in the Commonwealth's educational endeavors.

Respondents to PPTNC ETV/ITV Questionnaire
As of April 18, 1974

WITF-Hershey Area

Mr. C. Daniel Biemesderfer
Superintendent
Ephrata Area School District
Ephrata, Pa.

Mr. D. Bruce Conner
Executive Director
Capital Area Intermediate Unit (15)

Dr. Gilmore B. Seavers
President
Shippensburg State College
Shippensburg, Pa.

Dr. David Kurtzman
Acting Dean
Graduate School of Public and
International Affairs
University of Pittsburgh

WPSX-University Park Area

Mr. William Schaffer
Superintendent
Westmont Hilltop School District
(Vice-President, Allegheny
Educational Broadcasting Council)
Johnstown, Pa.

WLVT-Allentown/Bethlehem/Easton
Area

Dr. Rebecca W. Stewart
Assistant Superintendent
Division of Instruction
Bethlehem School District
Bethlehem, Pa.

Dr. William Oswalt
Assistant Executive Director
Intermediate Unit 12
Allentown, Pa.

Mr. Jacob Derrico
Elementary Principal
Whitehall-Coplay Schools
Whitehall, Pa.

WHYY-Philadelphia Area

Mr. Vernon Cook
Executive Director
Tri-State Instructional
Broadcasting Council

WVIA-Scranton/Wilkes-Barre Area

Mr. Walter C. Wood
Superintendent
Wilkes-Barre School District
Wilkes-Barre, Pa.

Mr. John Magagna
Headmaster
Wyoming Seminary Day School
Kingston, Pa.

WQED-Pittsburgh Area

Dr. Harold Cyer
Executive Director
Allegheny County Intermediate Unit (3)
Pittsburgh, Pa.

Mrs. Sara Harvey
Review Specialist
Pittsburgh Public Schools
(Chairman, WQED School Curriculum
Advisory Committee)

Mr. Jack Fiorini
Teacher
Sullivan County High School
LaPorte, Pa.
(Chairman, WVIA-TV Curriculum
Committee)

PENNSYLVANIA PUBLIC TELEVISION

ETV/ITV QUESTIONNAIRE

(N=14 respondents as of April 17, 1974)

ONE: ITV ADVANTAGES

I. In your opinion, which of the following advantages of instructional television do you find to have value for the classrooms in your area?

	<u>No</u> <u>Value</u>	<u>Little</u> <u>Value</u>	<u>Some</u> <u>Value</u>	<u>Very</u> <u>Valuable</u>	<u>Extremely</u> <u>Valuable</u>	<u>*Priority</u>	
(1)	0	0	2	9	2	2	Dramatic TV motivation of students
(2)	0	0	2	4	8	4	Visual reinforcement of learning
(3)	0	0	1	8	5	2	New quality TV programs designed for education
(4)	0	0	3	6	6	2	TV focussing the attention of the student
(5)	0	0	6	6	3	1	TV supplanting dangerous or expensive experiments
(6)	0	2	5	6	1	1	Presentation of master teaching
(7)	0	0	3	4	6	4	Close up/slow motion and other visual techniques
(8)	0	0	1	8	8	8	Artistic performance and presentation otherwise unavailable to classes
(9)	0	0	1	6	7	7	Geographical locations inaccessible to students
(10)	0	1	3	4	5	3	Outside guests not available to classroom
(11)	0	1	3	4	6	2	Live events such as moon landings, inaugurations, etc.
(12)	0	2	5	4	1	1	Total teaching experiences by television
(13)	0	0	4	5	6	4	Supplemental or enrichment experience by television
(14)	0	3	7	3	2	2	In-service training
(15)	0	2	6	3	2	0	At home instruction for ill or handicapped students
(16)	0	1	4	5	4	2	New and expanded experiences for classrooms

PENNSYLVANIA PUBLIC TELEVISION

ETV/ITV QUESTIONNAIRE

	<u>No Value</u>	<u>Little Value</u>	<u>Some Value</u>	<u>Very Valuable</u>	<u>Extremely Valuable</u>	<u>*Priority</u>	
(17)	0	1	4	4	4	3	Shared costs for program acquisition
(18)	0	1	5	5	4	0	Color presentations
(19)	0	0	9	4	0	0	Change of courses and sequence each year

Are there any other advantages not mentioned above that are valuable?

- (20) (See attachment for verbatim responses) (Page V: 23)
- (21) _____
- (22) _____
- (23) _____

Which four (4) of the above values do you find to be the most important to Pennsylvania classrooms? (Please list by number, (1) through (23).

8. Artistic performance and presentation otherwise unavailable to classes
9. Geographical locations inaccessible to students
2. Visual reinforcement of learning
13. Supplemental or enrichment experience by television.

TWO: ITV PROBLEMS

II. Some difficulties have been identified which limit the effectiveness of instructional television in Pennsylvania. In your opinion as an educator, what are the major problems restricting usage of ITV in your area, and how **serious are they?**

	<u>Not a significant problem</u>	<u>Some concern</u>	<u>A major problem</u>	<u>*Priority</u>	
(1)	10	2	1	0	Course offering available to schools through ITV
(2)	0	6	8	9	Broadcast schedule versus class schedule
(3)	6	7	1	1	TV program content versus curriculum content
(4)	3	8	3	5	Cost for ITV as school budgets become tighter

PENNSYLVANIA PUBLIC TELEVISION

ETV/ITV QUESTIONNAIRE

	<u>Not a significant problem</u>	<u>Some concern</u>	<u>A major problem</u>	<u>Priority</u>	
(5)	5	7	3	4	Availability of TV sets in classrooms
(6)	1	8	4	4	Availability of videotape recorders to overcome schedule problems
(7)	8	3	1	0	Signal strength at individual schools
(8)	2	8	4	5	Lack of teacher training in ITV utilization
(9)	8	4	1	1	Lack of school input in course selection for ITV service
(10)	9	3	2	1	Lack of input by local school districts in Broadcast Council-station activities
(11)	2	8	3	6	Poor teacher attitudes toward ITV use
(12)	7	7	1	3	Lack of administrative encouragement for ITV
(13)	11	3	0	0	Lack of availability of quality programming
(14)	13	0	0	0	Lack of availability of teacher guides
(15)	8	4	0	0	Service to locally oriented, rather than state oriented
(16)	4	6	4	5	Need for more TV research to demonstrate its educational value

Are there any other matters not covered above which you feel are major problems?

- (17) _____ (See attachment for verbatim responses) (Page V: 24)
- (18) _____
- (19) _____
- (20) _____

PENNSYLVANIA PUBLIC TELEVISION

ETV/ITV QUESTIONNAIRE

Of the above problems, which four (4) represent the most significant restrictions to the effective use of ITV in Pennsylvania classrooms? (Please list by number, (1) through (20).

2. Broadcast schedule versus class schedule

11. Poor teacher attitudes toward ITV use

4. Cost for ITV as school budgets become tighter

8. Lack of teacher training in ITV utilization

THREE: SOLUTIONS

III. Solutions to problems, and opportunities for improvements, involve a number of considerations. Basic questions include: who should administer ITV/; who should finance ITV?; and who should operate the ITV service?

Under the RATING column, please check those solutions which you believe most important.

A. Administration

RATING

(1) Administrative initiative for ITV should come from...	No. of Responses	No. indicating 'priority' item
1. Local district	7	1
2. Broadcast council or station	13	1
3. Intermediate Unit	5	1
4. CATV Company	0	0
5. State level	3	1
6. Interstate consortium (EEN, NIT, AIT)	0	0
7. National level	1	0
8. Other _____	0	0
(2) Development of better broadcast schedules, by...		
1. Local district	7	0
2. Broadcast council or station	11	0
3. Intermediate Unit	4	1

PENNSYLVANIA PUBLIC TELEVISION

ETV/ITV QUESTIONNAIRE

(2) Development of better broadcast schedules, by...(Continued)

	No. of Responses	No. indicating 'priority' item.
4. CATV Company	0	0
5. State level	2	0
6. Interstate consortium (EEN, NIT, AIT)	0	0
7. National level	0	0
8. Other <u>National Interconnect</u>	1	0

(3) Better identification of curriculum needs, by...

1. Local district	12	1
2. Broadcast council or station	5	0
3. Intermediate Unit	7	1
4. CATV company	0	0
5. State level	5	0
6. Interstate consortium (EEN, NIT, AIT)	3	0
7. National level	0	0
8. Other _____	0	0

(4) Improved inservice training by...

1. Local district	10	4
2. Broadcast council or station	10	1
3. Intermediate Unit	10	4
4. CATV company	0	0
5. State level	4	2
6. Interstate consortium (EEN, NIT, AIT)	1	1
7. National level	1	0
8. Other _____	0	0

ETV/ITV QUESTIONNAIRE

	<u>No. of Responses</u>	<u>No. indicating 'priority' item</u>
(5) Improved pre-service training by...		
1. Local district	4	0
2. Broadcast council or station	7	0
3. Intermediate unit	5	0
4. CATV company	0	0
5. State level	5	1
6. Interstate consortium (EEN, NIT, AIT)	1	0
7. National level	0	0
Technical Training - 1		
8. Other <u>Colleges - 4</u>	5	0
(6) Long range planning for ITV use should be by...		
1. Local district	6	0
2. Broadcast council or station	9	1
3. Intermediate unit	6	1
4. CATV company	1	0
5. State level	13	1
6. Interstate consortium (EEN, NIT, AIT)	4	1
7. National level	6	0
8. Other <u>1. - 5. - 7. - Jointly</u>	1	0
(7) Agency to coordinate area school selection and acquisition of programs should be...		
1. Local district	3	0
2. Broadcast council or station	11	0
3. Intermediate unit	8	0
4. CATV company	0	0
5. State level	3	0
6. Interstate consortium (EEN, NIT, AIT)	1	0
7. National level	0	0
8. Other _____	0	0

ETV/ITV QUESTIONNAIRE

(8) Development of more quality programs by...		No. indicating 'priority' item
	<u>No. of Responses</u>	
1. Local district	3	0
2. Broadcast council or station	8	0
3. Intermediate unit	2	0
4. CATV company	0	0
5. State level	8	1
6. Interstate consortium (EEN, NIT, AIT)	12	1
7. National level	7	1
8. Other _____	0	0
(9) Development of better curriculum materials by...		
1. Local district	4	1
2. Broadcast council or station	8	1
3. Intermediate unit	4	1
4. CATV company	0	0
5. State level	6	1
6. Interstate consortium (EEN, NIT, AIT)	8	1
7. National level	2	0
8. Other _____	0	0

B. Finances

RATING

(1) Increased funds for ITV services should come from...		
1. Local district	5	1
2. Broadcast council or station	0	0
3. Intermediate unit	1	0
4. CATV company	0	0
5. State level	14	3
6. Interstate consortium (EEN, NIT, AIT)	1	0
7. National level	10	3
Foundations - 1		
8. Other <u>State & National jointly - 1</u>	2	1

ETV/ITV QUESTIONNAIRE

(2) Funds for TV sets should come from...		No. of Responses	No. indicating 'priority' item
1. Local district		12	0
2. Broadcast council or station		0	0
3. Intermediate unit		3	0
4. CATV company		0	0
5. State level		11	0
6. Interstate consortium (EEN, NIT, AIT)		0	0
7. National level		6	0
8. Other _____		0	0
(3) Funds for TV recorders to solve scheduling problems should come from...			
1. Local district		12	3
2. Broadcast council or station		1	0
3. Intermediate unit		3	0
4. CATV company		0	0
5. State level		11	4
6. Interstate consortium (EEN, NIT, AIT)		0	0
7. National level		7	3
8. Other _____		0	0
(4) Funds for curriculum print materials should come from...			
1. Local district		6	0
2. Broadcast council or station		5	0
3. Intermediate unit		3	0
4. CATV company		0	0
5. State level		12	0
6. Interstate consortium (EEN, NIT, AIT)		3	0
7. National level		6	0
8. Other <u>State & Federal jointly</u>		1	0

ETV/ITV QUESTIONNAIRE

(5) Funds for administrative staff should come from...		No. indicating <u>No. of Responses</u> <u>'priority' item</u>
1. Local district	8	0
2. Broadcast council or station	11	0
3. Intermediate unit	1	0
4. CATV company	0	0
5. State level	12	1
6. Interstate consortium (EEN, NIT, AIT)	0	0
7. National level	4	0
8. Other <u>State & National jointly</u>	1	0
(6) Funds should be on matching terms between...		
1. Local district	8	1
2. Broadcast council or station	2	1
3. Intermediate unit	2	0
4. CATV company	0	0
5. State level	8	2
6. Interstate consortium (EEN, NIT, AIT)	0	0
7. National level	6	1
8. Other _____	0	0
(7) Total funds for ITV should be from...		
1. Local district	9	3
2. Broadcast council or station	5	2
3. Intermediate unit	3	1
4. CATV company	0	0
5. State level	14	4
6. Interstate consortium (EEN, NIT, AIT)	0	0
7. National level	10	3
8. Other _____	0	0

ETV/ITV QUESTIONNAIRE

- (8) Multiple channels for simultaneous programming should be funded by...
- | | <u>No. of Responses</u> | <u>No. indicating 'priority' item</u> |
|------------------------------------------|-------------------------|---------------------------------------|
| 1. Local district | 5 | 0 |
| 2. Broadcast council or station | 6 | 0 |
| 3. Intermediate unit | 2 | 0 |
| 4. CATV company | 1 | 0 |
| 5. State level | 12 | 0 |
| 6. Interstate consortium (EEN, NIT, AIT) | 0 | 0 |
| 7. National level | 5 | 0 |
| 8. Other _____ | 0 | 0 |
- (9) Multiple channels for simultaneous programming should be operated by...
- | | | |
|-----------------------------------------------------------------|----|---|
| 1. Local district | 3 | 1 |
| 2. Broadcast council or station | 12 | 0 |
| 3. Intermediate unit | 2 | 0 |
| 4. CATV company | 3 | 1 |
| 5. State level | 1 | 0 |
| 6. Interstate consortium (EEN, NIT, AIT) | 1 | 0 |
| 7. National level | 0 | 0 |
| 8. Other <u>Cooperatively between CATV and Station/Council.</u> | 1 | 0 |
- (10) Remembering that there may be seven (7) sections per day of biology, english, chemistry, physics, etc., in each of the grades, repeat lessons should be offered by...
- | | | |
|-----------------------------------------------------------------------------------------------------------------------------|----|---|
| 1. Local district | 10 | 0 |
| 2. Broadcast council or station | 12 | 1 |
| 3. Intermediate unit | 3 | 1 |
| 4. CATV company | 3 | 1 |
| 5. State level | 2 | 0 |
| 6. Interstate consortium (EEN, NIT, AIT) | 0 | 0 |
| 7. National level | 1 | 0 |
| 8. Other <u>Physical distribution system IU VTR Service CATV through Council/Station District/Council operation jointly</u> | 4 | 0 |

ETV/ITV QUESTIONNAIRE

(11) Specific repeat lessons should be funded by...		No. indicating <u>'priority' item</u>
	<u>No. of Responses</u>	
1. Local district	10	0
2. Broadcast council or station	10	0
3. Intermediate unit	5	0
4. CATV company	0	0
5. State level	3	0
6. Interstate consortium (NIT, EEN, AIT)	0	0
7. National level	0	0
8. Other _____	0	0
(12) Record/playback equipment for classroom replay should be operated by...		
1. Local district	13	0
2. Broadcast council or station	3	0
3. Intermediate unit	1	0
4. CATV company	1	0
5. State level	0	0
6. Interstate consortium (EEN, NIT, AIT)	0	0
7. National level	0	0
8. Other _____	0	0
(13) Record/playback equipment for classroom replay should be funded by...		
1. Local district	12	4
2. Broadcast council or station	3	0
3. Intermediate unit	3	0
4. CATV company	0	0
5. State level	11	5
6. Interstate consortium (EEN, NIT, AIT)	0	0
7. National level	8	3
8. Other _____	0	0

ETV/ITV QUESTIONNAIRE

(14) Cassette duplication of lessons should be operated by...			No. indicating
	<u>No. of Responses</u>		<u>'priority' item</u>
1. Local district	9		0
2. Broadcast council or station	10		0
3. Intermediate unit	4		0
4. CATV company	0		0
5. State level	3		0
6. Interstate consortium (EEN, NIT, AIT)	0		0
7. National level	1		0
8. Other _____	0		0
(15) Cassette duplication of lessons should be funded by...			
1. Local district	12		0
2. Broadcast council or station	4		0
3. Intermediate unit	3		0
4. CATV company	0		0
5. State level	9		0
6. Interstate consortium (EEN, NIT, AIT)	0		0
7. National level	4		0
8. Other _____	0		0
(16) Cassette distribution should be operated by...			
1. Local district	7		0
2. Broadcast council or station	9		0
3. Intermediate unit	6		1
4. CATV company	0		0
5. State level	1		0
6. Interstate consortium (EEN, NIT, AIT)	0		0
7. National level	0		0
8. Other _____	0		0

ETV/ITV QUESTIONNAIRE

(17) Interconnection of school buildings by cable should be operated by...			No. indicating 'priority' item
	<u>No. of Responses</u>		
1. Local district	10		0
2. Broadcast council or station	3		0
3. Intermediate unit	1		0
4. CATV company	5		0
5. State level	0		0
6. Interstate consortium (EEN, NIT, AIT)	0		0
7. National level	0		0
8. Other <u>Not necessary</u>	1		0
(18) Interconnection of school buildings by cable should be funded by...			
1. Local district	10		0
2. Broadcast council or station	3		0
3. Intermediate unit	2		0
4. CATV company	5		0
5. State level	9		0
6. Interstate consortium (EEN, NIT, AIT)	0		0
7. National level	2		0
Not necessary - 1			
8. Other <u>Cooperative between 1, 2, 3, 4, should</u>	2		0
achieve more than any one to carry hardware burden alone. - 1			
(19) Computer interconnection should be funded by...			
1. Local district	5		0
2. Broadcast council or station	1		0
3. Intermediate unit	2		0
4. CATV company	2		0
5. State level	6		0
6. Interstate consortium (EEN, NIT, AIT)	1		0
7. National level	2		0
8. Other _____	0		0

ETVITV QUESTIONNAIRE

(20) Adult education for at home students should be developed by...

	<u>No. of Responses</u>	<u>No. indicating 'priority' item</u>
1. Local district	7	0
2. Broadcast council or station	10	1
3. Intermediate unit	7	0
4. CATV company	1	0
5. State level	8	1
6. Interstate consortium (EEN, NIT, AIT)	2	0
7. National level	1	0
8. Other <u>Colleges & Universities - 2</u>	2	1

(21) Adult education for at home students should be funded by...

1. Local district	5	0
2. Broadcast council or station	3	0
3. Intermediate unit	3	0
4. CATV company	0	0
5. State level	12	1
6. Interstate consortium (EEN, NIT, AIT)	0	0
7. National level	6	0
8. Other <u>Colleges & Students - 1</u>	1	1

C. Operations

RATING

(1) Programming distribution should be originated by...

1. Local district	4	0
2. Broadcast council or station	12	1
3. Intermediate unit	2	0
4. CATV company	1	0
5. State level	3 (PPTN)	0
6. Interstate consortium (EEN, NIT, AIT)	3	0
7. National level	1	0
8. Other <u>Colleges & Universities</u>	1	0

ETV/ITV QUESTIONNAIRE

(2) Special utilization workshops for ITV should be conducted by...

	<u>No. of Responses</u>	<u>No. indicating 'priority' item</u>
1. Local district	6	0
2. Broadcast council or station	13	0
3. Intermediate unit	10	0
4. CATV company	0	0
5. State level	3	0
6. Interstate consortium (EEN, NIT, AIT)	3	0
7. National level	0	0
8. Other <u>3. & 2. jointly</u>	1	0

(3) Local program production to meet specific needs should be created by...

1. Local district	8	1
2. Broadcast council or station	14	2
3. Intermediate unit	5	0
4. CATV company	0	0
5. State level	1	0
6. Interstate consortium (EEN, NIT, AIT)	1	0
7. National level	0	0
8. Other <u>Colleges & Universities - 1</u>	1	1

(4) Radio simulcasts should be operated by...

1. Local district	1	0
2. Broadcast council or station	12	0
3. Intermediate unit	3	0
4. CATV company	1	0
5. State level	1	0
6. Interstate consortium (EEN, NIT, AIT)	0	0
7. National level	0	0
8. Other _____	0	0

ETV/ITV QUESTIONNAIRE

(5) 2 Way Audio/Video interconnection should be operated by...			No. indicating
	No. of Responses		'priority' item
1. Local district	5		0
2. Broadcast council or station	13		0
3. Intermediate unit	2		0
4. CATV company	2		0
5. State level	2		0
6. Interstate consortium (EEN, NIT, AIT)	0		0
7. National level	0		0
8. Other _____	0		0
(6) Dial access for demand programming should be operated by...			
1. Local district	7		0
2. Broadcast council or station	8		0
3. Intermediate unit	2		0
4. CATV company	0		0
5. State level	1		0
6. Interstate consortium (EEN, NIT, AIT)	0		0
7. National level	0		0
8. Other _____	0		0
(7) Evaluation should be conducted by...			
1. Local district	9		1
2. Broadcast council or station	12		1
3. Intermediate unit	6		1
4. CATV company	0		0
5. State level	8		1
6. Interstate consortium (EEN, NIT, AIT)	2		0
7. National level	2		0
8. Other <u>Local District & Council jointly</u>	1		0

ETV/ITV QUESTIONNAIRE

(8) Adult at home instruction should be offered by...	<u>No. of Responses</u>	<u>No. indicating 'priority' item</u>
1. Local district	3	0
2. Broadcast council or station	12	1
3. Intermediate unit	4	0
4. CATV company	4	0
5. State level	6	1
6. Interstate consortium (EEN, NIT, AIT)	2	0
7. National level	3	0
8. Other <u>Colleges & Universities</u>	2	0

Are there any other solutions which have not appeared above? Please indicate these and define which agency should have prime responsibility for implementation.

See attachment - page V:25

- D. If you had \$10,000 to apply to the improvement of instructional television in your school district, how would this be used to provide the most impact in terms of ITV support of classroom instruction?

See attachment - page V: 26

- E. Of the above solutions, which 4 do you feel deserve the highest priority and would make the greatest impact on improving the ITV effectiveness in Pennsylvania? (Please list the 4 by letter and number.)

B (7)

B (13)

A (4)

B (3)

ETV/ITV QUESTIONNAIRE

FOUR: FUTURES

IV. In the light of current trends in education, please indicate the four (4) priority areas in which you believe television can be an increasingly effective educational tool. (Please number, with #1 being the highest priority.)

29 Pre-school

20 Elementary school grades

19 Middle school

7 Junior high

17 Secondary level

12 Post secondary education-informal basic education

10 Professional and vocational training

4 Higher education for credit - on campus

11 Higher education for credit - for home students

10 Continuing education for established professionals

15 Individual study (non credit lifelong learning courses)

V. Future television services for adults.

Please indicate the agency and the mode that you see being the most effective to provide for adult education needs through television. (Open ended response.)

1. Who should determine the needs for adult education?

See attachment - page V: 27

2. Who should coordinate the instruction for adult learners?

See attachment - page V: 28

ETV/ITV QUESTIONNAIRE

3. Who should operate the adult instructional programming service?

See attachment - page V: 29

4. Who should finance the adult instructional programming service?

See attachment - page V: 30

5. Where should viewing take place for most effectiveness for adult learning?

See attachment - page V: 31

6. Who should coordinate broadcasting for college credit courses?

See attachment - page V: 32

7. Who should finance broadcasting for college credit courses?

See attachment - page V: 33

8. Who should create broadcasts for college credit courses?

See attachment - page V: 34

ETV/ITV QUESTIONNAIRE

VI. Are there any further comments on the future roles, needs, resources and solutions that you would like to make in terms of instructional television in Pennsylvania?

See attachment - pages V:35 and V:36

Thank you for the time and thought you have put into answering this questionnaire. The results of this survey will be shared with you, along with the complete PPTNC long range report, when it is completed.

4/3/74
S.A.L.

"Are there any other advantages not mentioned above that are valuable?"

Variety of programs.

Meeting State mandated curriculum requirements until S.D. acquire certified staff.

Providing courses that would be otherwise unavailable to small S.D. .

Television is able to bring in all the things of the world not necessarily available to kids otherwise. Kids come to school equipped to use this medium!

Locked - in TV schedules are as bad as locked - in textbooks -- but yearly change would seriously disturb teacher patterns.

Bring in another point of view.

Provides different kind of TV use as communications media (as opposed to commercial use.)

For a very limited cost, a great many educational opportunities are provided that otherwise would be impossible to provide at any cost.

Television provides an additional instructor role which provides some form of variety to the learning experience.

"Are there any other matters not covered above which you feel are major problems?"

Lack of consistent federal support (to stations).

The insistence of media specialists on local production -- teachers, children, parents and boards (who bought the equipment) are delighted with any product on tape which is local -- none are objective -- and the program is never screened outside the local district.

The inclusion of evening programming on the ITV schedule -- regular basis, but varying programs.

New research to determine if color is better than black and white instructional TV should be completely state funded.

"Are there any other solutions which have not appeared above? Please indicate these and define which agency should have prime responsibility for implementation."

Local Schools -- increased state and national funding would help local districts to devote more financial resources for video-taping, closed circuit ETV.

Production Centers -- increased national funding would allow broadcasting councils and consortiums to develop higher quality ETV programming.

"If you had \$10,000 to apply to the improvement of instructional television in your school district, how would this be used to provide the most impact in terms of ITV support of classroom instruction?"

For the pre-service and in-service training of teachers for utilization of ITV.

Provide in-service training that would change the attitudes of teachers.

Direct it toward district-wide closed circuit television.

1. Acquisition of Color TV receivers.
2. Acquisition of UTRS.

Assuming a low incidence of classroom receivers - 40% for sets - 60% for Council/station membership.

1. Purchase of additional video tape and video tape recorders.
2. Addition of several channels for closed circuit broadcasting.

Purchase equipment -- primarily VTR's and receivers.

Color cassette taping equipment.
Cassette playback units.

To provide for development of in-service programs for teachers.

To provide for purchase of equipment that will help overcome the problem of scheduling.

1. Encourage schools of education to develop materials.
2. Encourage consortium of higher education institution in program development.
3. Assist Intermediate Units to do in-service training of teachers.
4. Encourage school districts to provide time for teacher participation in institutes for training them in use of ITV.
1. In-service for teachers is first priority.
2. In-service for principals to help them develop more flexible scheduling and an appreciation of what ETV contributes in achieving quality education.
3. Replacement of black and white sets with color.
4. Increase in number of television sets per school.

I would purchase 3/4" cassette players and utilize the services afforded by WLVT-TV and IV's 20 and 21.

1. TV Player in each room.
2. Video Tape Recorder.
3. TV monitor.
4. Camera.
5. Interconnection of all rooms and schools from main central location.
6. Expansion of cassette use with Interconnected Unit.

"Who should determine the needs for adult education?"

Survey of citizens -- local educators.

Career guidance counselors, PDE curriculum specialists,
national, state, and local.

Adults themselves -- Department of HEW -- agency survey may be
used.

The PDE in conjunction with colleges and universities and the local
school districts.

Intermediate Unit -- coordinate activities of educational units.

Local school districts in cooperation with the station.

The State Department of Education.

Local school districts with local ETV station, higher education
institutions in the area community.

Local school districts with broadcast council and Intermediate Unit.

Intermediate Unit, in conjunction with local districts and colleges.

Broadcast council cooperating with the Department of Education and
post-secondary institutions of higher learning.

Adults should be surveyed through some state-wide concerted effort.
The will be the consumers -- ask them!

"Who should coordinate the instruction for adult learners?"

Intermediate unit, college broadcast council.

Broadcast council.

Broadcast council and PDE (Possibly the proposed open college.)

The committee (local) should coordinate the instruction for adult learners with the key personnel from the local station such as our schools deal with the school advisory committee.

Coordination should be on a regional basis.

Local ETV station with council from school districts higher education, community representatives.

Universities and colleges which have a mid career education program.

TV station in cooperation with local school districts.

Intermediate or some form of council structure.

Colleges and universities through the local school districts and the local educational TV station.

State Department of Education.

The same council/station, state mechanism which works for in-school coordination could be applied to general public instruction. Or, station and state might coordinate without council participation.

Local school districts intermediate service units.

"Who should operate the adult instructional programming service?"

It should be operated by the local station (the chairman and/or program coordinator) from the Lay Advisory Committee.

State of Pennsylvania. (2)

Local ETV Council.

Local states.

Consortium of colleges and universities preferably state supported institutions.

Intermediate Unit - after surveying needs of county - station personnel and unit cooperate.

Administer through colleges-universities and distribute through educational TV stations and PPTN.

National level.

Council/station.

Broadcast station.

Service operated by broadcast council; the intermediate units and colleges should help set up the programs.

Broadcast councils through PPTN and PDE possibly through the proposed open college organization.

"Who should finance the adult instructional programming service?"

The state and institutions involved, including students served.

Local district -- state government.

Intermediate units, the state, and the adults themselves (industry when education geared toward vocational in-service.)

Local school districts -- state.

National, state (council/station presumably would have no instructional membership income from adults per se and should not be responsible for specialized services of themselves.)

National level.

Program should be made self-supporting.

State or federal support along with individual.

Matching funds - local school districts, station, IU, state funds.

State.

State - national.

Local and state.

State of Pennsylvania.

Local districts might be pro-rated using their populations as guidelines for charges to each community.

"Where should viewing take place for most effectiveness for adult learning?"

In the homes of the adult learners.

In the home.

Probably in classroom setting or at least with the choice to have help available in "close to home" setting.

Home.

In an institution of higher education with a faculty member as a discussion leader.

Evening viewing in home.

Several places - home and school setting.

In the home, with review classes and follow-up sessions scheduled at local school districts and colleges and universities.

At home.

Home -- meet later in learning centers.

In the home; in the community college or vocational - technical schools; local school district classrooms.

Home -- classroom situation.

In the home and at instructional centers (generally on college and university campuses throughout the state.) Could be combination of both like Sunrise Semester operation.

"Who should coordinate broadcasting for college credit courses ?"

Broadcast councils in cooperation with established colleges and universities.

Broadcast council.

Broadcast council in conjunction with the colleges.

Colleges and broadcast councils.

Council/station.

State Department of Education.

The Broadcast Council via a committee on which each participating college has a representation.

No one - college credit should not be offered on TV.

Station, in cooperation with participating colleges and local school districts.

The participating institutions.

Local station.

Local ETV station with council representing colleges.

State.

The local colleges with the station program chairman.

"Who should finance broadcasting for college credit courses?"

I'm certain that costs would have to be absorbed by local and state districts.

State and student -- the state carrying the maximum dollar output.

If possible, it should be supported through fees for credits and state support.

State -- national.

State and students.

State and student participants.

No one.

Should be self-supporting.

State Department of Education.

State and enrollees.

College -- state.

The state -- broadcast council -- and the individual.

Individual, through college tuition.

The state and institutions involved, including students served.

"Who should create broadcasts for college credit courses?"

Initiative from broadcast councils, possibly PPTN in cooperation with college and university facilities.

Broadcast councils in cooperation with college personnel.

Colleges, in conjunction with the broadcast councils.

Broadcast council -- state networks -- production agencies.

Institutions of higher education with stations/council coordination -- intra-institutional credit acceptance is number one problem which might be overcome with careful relentless missionary work among college faculties for ITV values per se and commalities in course treatments.

Colleges.

Consortium - participating colleges, local school districts, station.

ITV stations in cooperation with universities and colleges participating in the program.

State - local.

Colleges.

State in conjunction with higher educational institutions.

Broadcasts should be created by the colleges.

"Are there any further comments on the future roles, needs, resources, and solutions that you would like to make in terms of instructional television in Pennsylvania?"

The leadership that Mr. Sheldon Siegel is providing for WLVT-TV is excellent and is responsible for the growth of the quality of educational television for our area.

Instructional TV needs more state funds funneled to the 7 local stations. ITV is an important aid to instruction, but local stations need more dollars with which to use in creative and unique ways. They also need the dollars to provide technical services. They should not just put a picture on the tube!

The local station and council have been responsive and responsible in meeting needs of schools and the community. As roles and needs develop, I would expect that same concern and responsiveness to continue.

More special events coverage -- more artistic interest coverage.

Need for much greater state direction guidance support of local instructional television efforts. Support does not imply control. Local autonomy must be maintained in order to remain as close to teachers and students who will utilize the services.

Some consideration should be given to incorporating vidac into the telecasting responsibilities of the PB station.

The success of any program depends on the input and feedback from the ultimate consumer therefore, I suggest that the local school district and communities work through their broadcast councils and station to identify and publicize needs. These needs should be fulfilled by programming from PDE and distributed via the Pennsylvania Network.

Firstly, television should be made available to all schools in the state. This would be at state expense. Secondly, further attempts should be made to improve the quality of programs by using professionals at all levels of development (writers, actors, etc.).

In the U.S.A. TV is everywhere! Except in 90% of the classrooms -- information and entertainment pour forth in a ceaseless flood -- when articulated information is available in all classrooms through TV the giant step of accessibility will have been accomplished and hopefully the whole educational process will have embarked on a continual ascension! Amen.

Educational TV has been successful in our area both in the schools and in the offering of cultural programs. We are looking forward to the expansion of both services.

State funding and support for instructional television needs to be at a higher level that: (1) local districts can equip themselves to use TV as an instructional media in a time sequence consistent with the daily time schedule of the school, (2) adult and vocational education courses can be provided for larger segments of the out-of-school community; (3) original broadcasting councils have production capabilities adequate to meet the needs of the communities, cum school districts within their area.

Many needs are now being met. If no improvements are visible in the immediate future, the current level of programming is beneficial to the learning process and warrants the support of all school districts and broadcast councils. Better teacher utilization and more quality programs can add to an already effective classroom tool.

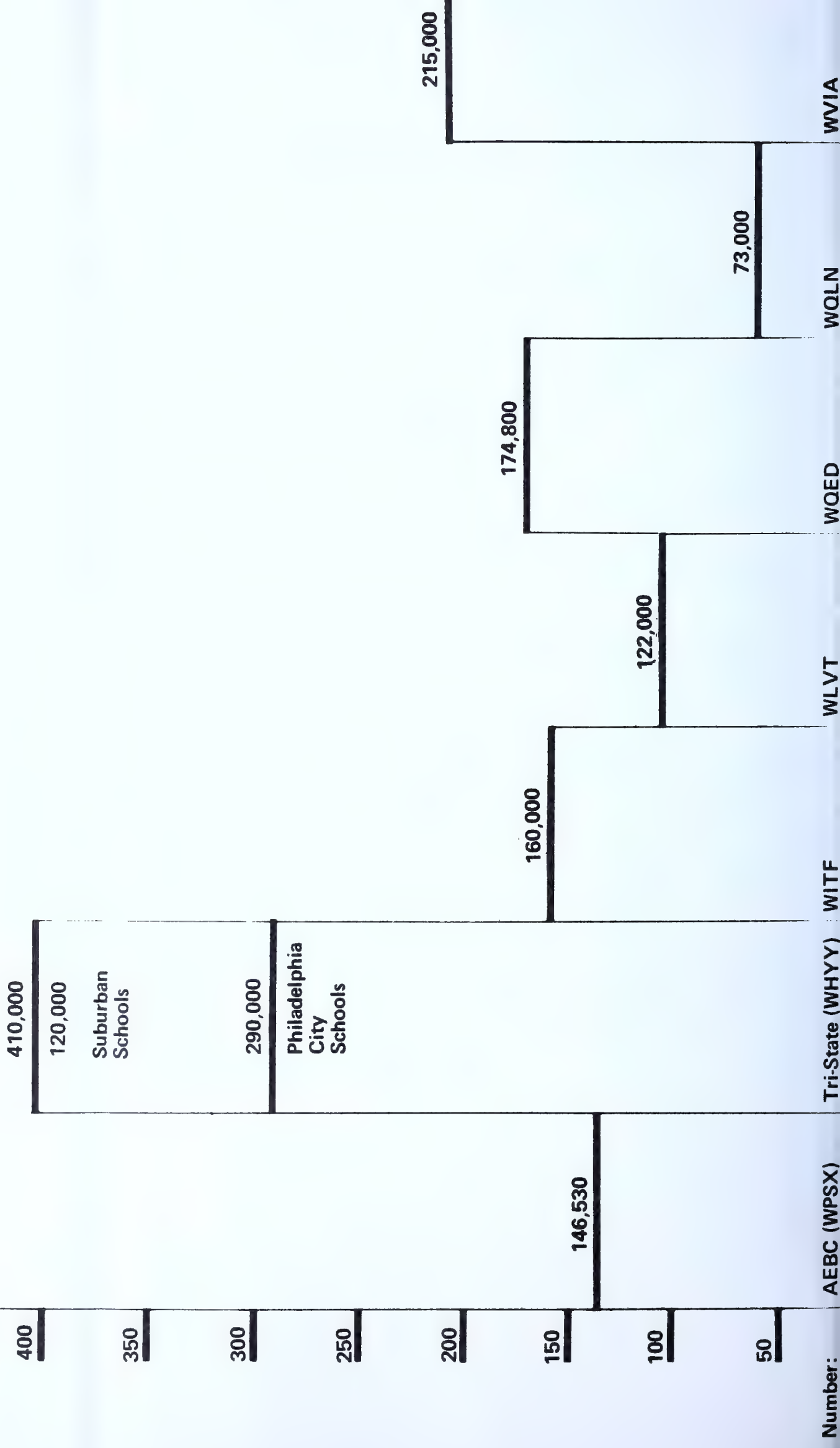
Public television can be used to improve our society in numerous ways. Most television time is used to entertain viewers, when television could and should be used to educate viewers, particularly adults at the post-secondary level. One of the most significant recent developments in higher education has been a growing acceptance of the concept of non-traditional studies. This has great implications for the use of public television combined with other media for the dissemination and instruction. There is evidence that the "Sunrise Semester" types of instructional programs should be included in other strategic time slots throughout the day. This probably could be better performed by public broadcasting. Public television has tremendous potential for adult higher education, for lifelong learning involving Pennsylvania's colleges and universities and their faculties. Public television should be more adequately funded so that quality programming can be produced to meet more fully the needs of our commonwealth and especially those in the areas of adult higher education and lifelong learning.

INSTRUCTIONAL TELEVISION
SERVICES TO SCHOOLS
1973-74 SCHOOL YEAR

Offered by the seven broadcast councils and/or stations
of the
Pennsylvania Public Television Network

Compiled November 20, 1973

I. STUDENTS REGISTERED FOR INSTRUCTIONAL
TELEVISION: 1973-74 SCHOOL YEAR
(ADA of Member Schools)



II. NUMBER OF INSTRUCTIONAL TELEVISION
COURSES OFFERED: 1973-74 SCHOOL YEAR

66

60

50

40

30

20

10

52

(includes
Sesame
Street)

46

48

46

48

49

(includes
Sesame
Street)

Number

AEBC (WPSX)
(University Park)

Tri-State (WHYY)
(Philadelphia)

WITF
(Hershey)

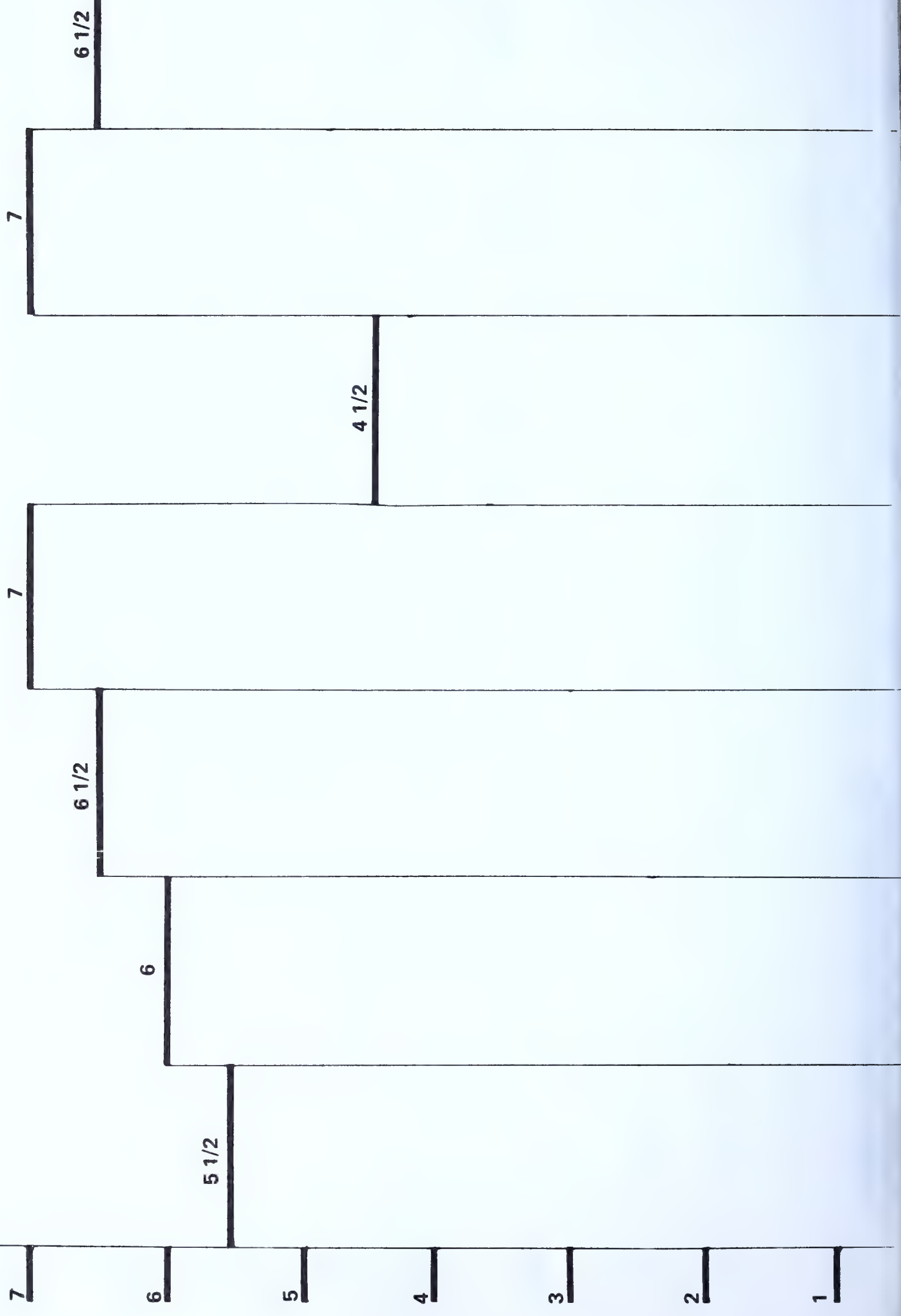
WLVT
(Bethlehem)

WQED
(Pittsburgh)

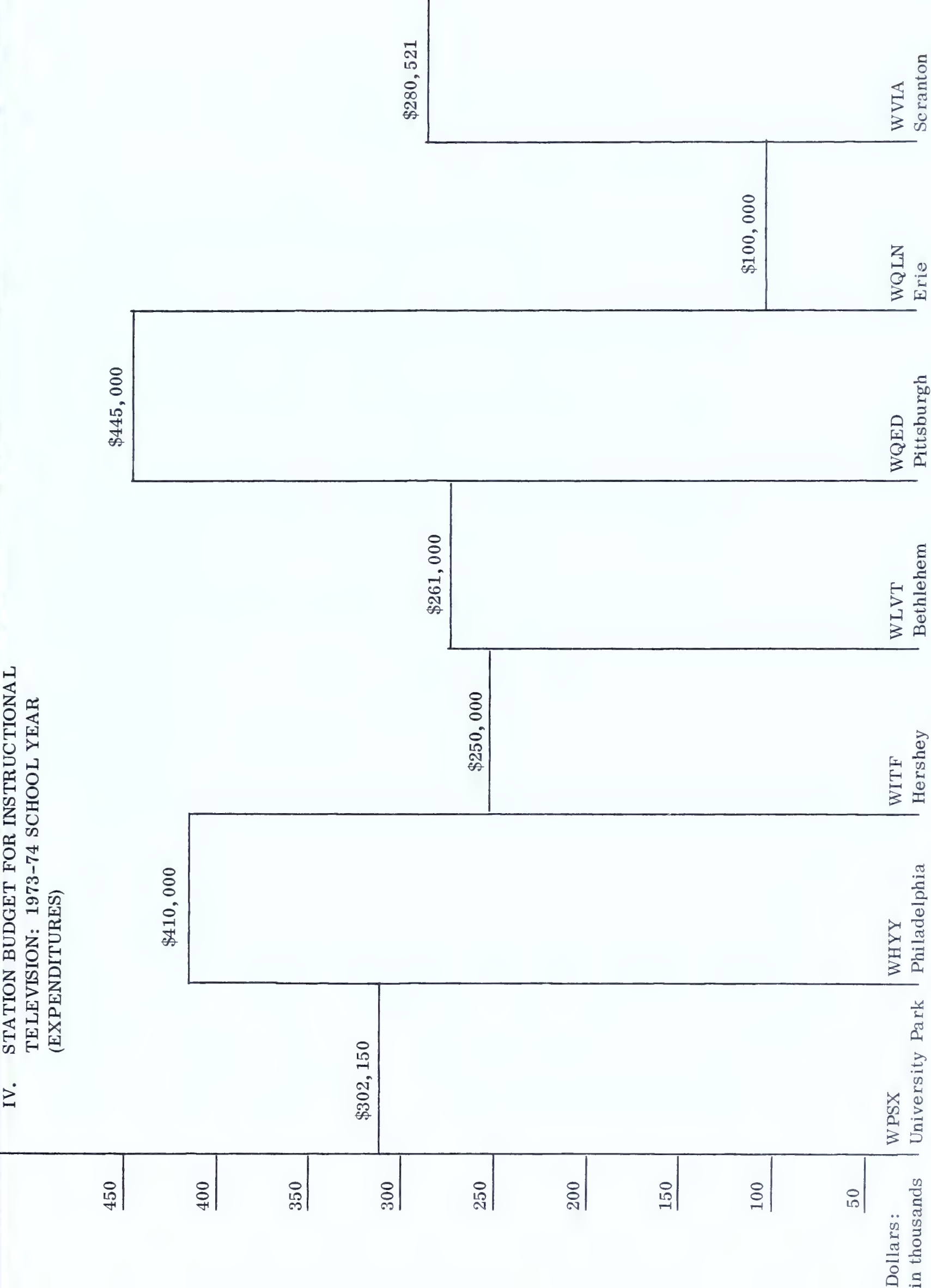
WQLN
(Erie)

WVIA
(Scranton)

III. HOURS OF INSTRUCTIONAL TELEVISION BROADCAST
PER DAY: 1973-74 SCHOOL YEAR



IV. STATION BUDGET FOR INSTRUCTIONAL
TELEVISION: 1973-74 SCHOOL YEAR
(EXPENDITURES)



Dollars:
in thousands

SUPPLEMENTAL INFORMATION

Record of PPTN-ITV Activities in support of individual broadcast councils/stations.

	SCHOOL YEAR			
	1971-72	1972-73	1973-74	1974-75 (Projected)
# series carried by PPTN	Not. Avail.	24 series	38 series	48 series
Hours of ITV feeds originated by PPTN	58 hrs.	73 hrs.	102 hrs.	106 hrs.
% of station ITV schedule hours from NOC	21%	54%	60%	to be determined.

In 1974-75 school year there is a projection of 310 program originations per week from the PPTN-NOC. Each of the 57 series may be repeated between 1-6 times each week.

Pennsylvania School Boards Association Data:

Pennsylvania's Average Daily Membership in public elementary and secondary schools, 1973-74 School year projection, 2,302,000 pupils.

Total number of public school districts in Pennsylvania, 1973-74, 505 districts.

Cost per pupil 1973-74 projection (total expenditures from general fund) \$1,274.

Cost per pupil for ITV services, range from 75¢ to \$1.70 depending on council membership.

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Appointee of the Secretary of Education:

Mr. John Christopher
Harrisburg

**PENNSYLVANIA PUBLIC TELEVISION
NETWORK STATIONS**



WHYY-TV, Philadelphia

WITF-TV, Hershey

WLVT-TV, Allentown/Bethlehem

WPSX-TV, University Park

WQED-TV, Pittsburgh

WQLN-TV, Erie

WVIA-TV, Scranton/Wilkes-Barre

